

## **MG Motor India further extends support to 8 start-ups; announces 8 finalists under MG Developer Program and Grant 2.0**

**New Delhi, March 31, 2021:** As part of its commitment to nurture and provide a platform to startups, MG Developer Program & Grant jury today announced the names of 8 more startups that it could explore synergies with.

These synergies could be in the areas of customer service, iSMART & telematics, battery management, blockchain, AR & VR and autonomous technologies.

This is part of the MG Developer Program & Grant program that aims at nurturing startups. So far, MG has supported over 100 startups since its inception in 2017.

The carmaker received a total of 170 entries under the MG Developer Program & Grant 2.0. Out of these, 14 startups were shortlisted and presented their solutions to the jury. The 8 finalists selected are **Mihup, Redbot-Innovations, Electreefi, Avataar.me, Grinntech, Orxa Energies, KoineArth, Fabrik.**

Speaking on the occasion, **Gaurav Gupta, Chief Commercial Officer, MG Motor India and Jury Chair,** said, “Innovation has always been part of MG’s DNA and believe that programs such as these allow us to explore and tap the vast potential of startups. The MG Developer Program and Grant 2.0 is a platform that plays a pivotal role in not only hand-holding and supporting startups but also reducing the go-to-market time of pioneering solutions.”

Winners would also be eligible for a grant and project from MG to leverage the innovation idea. The eminent jury also included MG’s technology partners including **Cognizant, Adobe, Unlimit, SAP, MapMyIndia** and **Growth Labs.**

**###**