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MG Developer Program and Grant launched with Startup India and Manthan

Unveiling Innovations with Focus on AI Advancements in Electric Mobility.

Gurugram, January 31, 2024: MG Motor India has announced the launch of the MG Developer Program and Grant (MGDP) Season 5.0 in association with Startup India and Manthan. Themed '**Artificial Intelligence in Electric Mobility**', this initiative aims to broaden the innovation platform for startups, developers, and innovators while establishing a launchpad for new ideas and narratives.

Launched in 2019, MGDP now in its fifth season, is in collaboration with Startup India, Manthan (Office of PSA), AWS, Exicom Telesystems, Lohum, and DRIIV, and seeks to foster the advancement of upcoming innovators and entrepreneurs. The program empowers start-ups and innovators by giving them a platform, encourages them to build new applications and create exciting experiences for MG and its customers.

Commenting on the occasion, **Gaurav Gupta, Deputy Managing Director, MG Motor India** stated, "MG Motor India drives innovation by actively collaborating with startups, providing mentorship, and transforming concepts into reality. Our commitment extends to fostering industrialization, solidifying our role in transformative change in the automotive landscape. MGDP 5.0 emphasizes Artificial intelligence in Electric mobility, facilitating knowledge exchange among participants and think tanks and positioning India as a pivotal hub for innovation and technology. As a brand, we actively encourage change and cultivate innovative mindsets."

Dr Sapna Poti Director, Office of the Principal Scientific Adviser to Government of India said, "This initiative marks a pivotal moment in advancing AI and electric mobility and hence it will be uploaded on the Manthan platform of our office. What stands out is that this program goes beyond just fostering ideas; it's a catalyst for creating a greener, smarter mobility landscape. We will eagerly await the impactful collaborations arising out of this initiative."

Speaking on the latest season of MGDP 5.0, **Aastha Grover, Head, Startup India**, said, "Innovation and technology are key contributors to growth in any sector. This innovation challenge is a testament to society's commitment to driving technological advancements and fostering a collaborative ecosystem in the automotive industry. The power of AI has the potential to revolutionize the way we move, ensuring safer, more efficient, and environmentally conscious transportation solutions. Through this program, MG is nurturing some of the finest and most talented innovators who hold the potential to transform the face of the automotive industry."

MGDP has mentored more than 1,450 startups over five years in various fields ranging from Connected Car technology to electric mobility alongside our innovation partners such as Jio, SAP, Exicom, etc. MG Motor India has additionally facilitated mentorship from over 100 experts, including the leadership of MG India and partners within the technology ecosystem.



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MG Motor India has shortlisted 34 promising start-ups through the MG Developer Program and Grant, and these are actively engaged in pilot projects with the company. This year, our ambition is to take the leadership position in Artificial Intelligence in Electric Mobility by supporting the ecosystem and by creating a pipeline of new ideas and stories for customers in India.

About MG Motor India

Founded in the UK in 1924, Morris Garages vehicles were world-famous for their sports cars, roadsters, and cabriolet series. MG vehicles were much sought after by many celebrities, including the British Prime Ministers and even the British Royal Family, for their styling, elegance, and spirited performance. The MG Car Club, set up in 1930 at Abingdon in the UK, has thousands of loyal fans, making it one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic, and innovative brand over the last 100 years.

MG Motor India's state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 1,20,000 vehicles and 6,000 employees. Driven by its vision of CASE (Connected, Autonomous, Shared, and Electric) mobility, the cutting-edge automaker has augmented across-the-board 'experiences' within the automobile segment today. It has introduced several 'firsts' in India, including India's first Internet SUV - MG Hector, India's first Pure Electric Internet SUV - MG ZS EV, India's first Autonomous (Level 1) Premium SUV - MG Gloster, Astor- India's first SUV with personal AI assistant and Autonomous (Level 2) technology and MG Comet EV - The Smart Electric Vehicle.

Website: www.mgmotor.co.in

Facebook: <https://www.facebook.com/MGMotorIN>

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LinkedIn: <https://in.linkedin.com/company/mgmotorindia>

For more information please contact:

MG Motor India:

Sumedha Jadli sumedha.jadli@mgmotor.co.in

Ruder Finn India

Nimmi Bhandar nimmi.bhandar@ruderfinn.com

About Office of Principal Scientific Adviser to Govt of India

The Government of India established the Office of the Principal Scientific Adviser (PSA) in November 1999. The PSA's office aims to provide pragmatic and objective advice to the Prime Minister and the cabinet in matters of Science and Technology. The Office of PSA was placed under the Cabinet Secretariat in August, 2018. The office of PSA has 3 verticals - The Prime Minister's Science, Technology, and Innovation Advisory Council (PM-STIAC), Empowered Technology Group (ETG) and Strategic Alliances Division.



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Strategic Alliance Division under the Office of PSA, GoI facilitates collaboration at scale between the demand side such as industries, central and state governments, foundations, NGOs, HNI, and international agencies, and the supply side such as academic and research institutes, start-ups, S&T clusters focusing on UN's Sustainable Development Goals (SDGs) such as Affordable And Clean Energy, Sustainable Cities And Communities, Climate Action, Circular Economy and Emerging technologies such as AI, ML, Blockchain, Future Mobility, Quantum, Cybersecurity, Big data, and IOT and thematic areas such as Waste to Wealth, Renewable energy, Health & Nutrition Science and much more.

About Startup India

Startup India is a flagship initiative of the Government of India, intended to catalyse startup culture and build a strong and inclusive ecosystem for innovation and entrepreneurship in India. Since the launch of the initiative on 16th January, 2016, Startup India has rolled out several programs with the objective of supporting entrepreneurs, and transforming India into a country of job creators instead of job seekers.