MG Motor India partners with eChargeBays to assist its customers with home charging infrastructure

New Delhi, Oct. 16: In an industry-shaping development, MG Motor India has today announced its partnership with eChargeBays, a Delhi-based start-up, to assist its customers with last-mile assistance in setting up infrastructure at their home for charging their EV.

As part of the partnership, MG will send experts to identify the best way in which MG ZS EV buyers can install an EV charger at home. The move comes ahead of the MG ZS EV launch in December 2019.

Speaking on the collaboration, **Rajeev Chaba, President & Managing Director, MG Motor India**, said, "The government's recent announcement around creating charging amenities for customers at public places is a positive step for the EV industry. Our latest association is aimed at supporting the government's EV vision by providing a viable residential EV charging infrastructure. It also highlights MG's commitment towards going the extra mile and delivering a convenient ownership experience for its EV customers. This partnership is yet another step towards driving EV adoption in the country."

MG's partnership with eChargeBays is the latest in a series of alliances with EV charging players aimed at creating a robust charging infrastructure in the country. As part of its commitment to creating an ecosystem for EVs and drive EV adoption in India, the company has already partnered with Fortum and Delta Electronics India for the fast charging and slow charging segments, respectively.

Speaking on the association, **Rajesh Singh, Founder & CEO, eChargeBays,** said, "Most prospective EV buyers are hesitant on account of the limited charging infrastructure available. We aim to provide Indian car owners with a robust and safe one-stop solution for their home charging-related needs using our homeCharge solution. Apart from this, eChargeBays will also launch a series of service solutions in the charging infra space which would aim at providing a seamless EV charging experience to EV customers."

MG's efforts to create the right ecosystem for EVs are part of its long-term commitment to bring environment friendly mobility solutions in the country and are aligned with the government's vision to encourage EV adoption in India to bring about a material improvement in air quality.

The MG ZS EV is a global product that combines MG's experience in EV manufacturing with best-in-class technology and design. MG ZS has already received exceptional response in international markets, having secured 2,000 orders within two months of its UK launch.

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 more than a million loyal fans, making it by far one of the world's largest clubs for a car brand. MG has evolved into a modern, futuristic and innovative brand over the last 95 years. MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat.

About eChargeBays

eChargeBays is a start-up in the Electric Vehicle [EV] field with focus on providing solutions to the 'Range Anxiety' concerns faced by EV customers Working in the Charging Infrastructure space of EVs, eChargeBays is headquartered in New Delhi. The company's mission is to enable e-mobility by supporting customer choice towards traveling distances by using clean and green energy. eChargeBays endeavors to build an ecosystem around electric vehicles with focus on Charging Infrastructure. eChargeBays is backed by decades of experience of its promoters in the automobile and power sector, especially in the strategy and execution of business models linked with e-mobility.

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