



MORRIS GARAGES

Since 1924

## **Morris Garages India announces Benedict Cumberbatch as its brand ambassador; builds further on iconic British essence**

**New Delhi, March 19, 2019:** Marque carmaker MG (Morris Garages) India today announced its association with the revered British actor Benedict Cumberbatch as its brand ambassador. The acclaimed actor – known for his stellar roles in various popular TV shows and movies will be the face of MG India.

Benedict Cumberbatch commented on the association with MG brand, “I have grown up seeing and reading about MGB’s and MG Midgets, recognising MG as a classic and iconic brand. I am delighted to be part of the launch of the new MG in India with the MG Hector, which may well be a classic of the future.”

Rajeev Chaba, Managing Director and CEO, MG India, said, “As one of the most recognised and beloved cultural icons from the UK, Benedict has a lot in common with Morris Garages. He has, throughout his career, experimented with various types of roles across stage productions, TV shows and movies to push the bar ever higher, something which resonates with MG’s commitment to technological innovation. His social and philanthropic work, as well as his support for inclusivity beyond gender is also in sync with our core brand ideology of nurturing diversity. We are glad to have Benedict Cumberbatch as our brand ambassador to represent MG.”

Benedict Cumberbatch follows a strong resonance among pop culture and youth. The association further underlines MG’s unique British heritage and its focus on enabling the future with the core pillars of innovation, diversity and technology.

### **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. With plans to soon introduce its brand of vehicles in the Indian market, MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat. The first of these modern MG cars - “HECTOR” will be made available to the Indian customers in the second quarter of this year.

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