



MORRIS GARAGES  
Since 1924

## MG Windsor, India's 1<sup>st</sup> Intelligent CUV, starts from INR 13,49,800 (Ex-Showroom)

- Equipped with a host of industry and segment-first features
- Offered with a lifetime battery warranty for the first owner
- 332 km\*\* ARAI certified range on a single charge
- One-year free charging at public chargers through the eHUB by MG app
- Assured 60% buyback after 3 years/45,000kms\*
- Bookings commence from October 3, 2024

**Gurugram, September 21, 2024:** JSW MG Motor India today announced the prices for the recently launched MG Windsor, starting at INR 13,49,800 (Ex-Showroom). India's 1<sup>st</sup> Intelligent CUV combines the comfort of a sedan and the expanse of an SUV offering a luxurious business-class experience to customers.

The CUV is offered with futuristic aerodynamic design, spacious and opulent interiors, reassuring safety, smart connectivity, driving comfort, and many hi-tech features. In addition, customers are ensured complete peace of mind through various initiatives such as a lifetime warranty on the battery for the first owner, assured 60% buyback after three years, and one-year free charging at public chargers using the eHUB by MG app. The Windsor will be available in four colour options: Starburst Black, Pearl White, Clay Beige, and Turquoise Green.

### Ex-Showroom prices of the MG Windsor

Variant	Price (INR)
Excite	13,49,800
Exclusive	14,49,800
Essence	15,49,800

Speaking at this occasion, **Satinder Singh Bajwa, Chief Commercial Officer, JSW MG Motor India**, said, "The MG Windsor will enable customers to upgrade to an EV lifestyle through its attractive packaging and pricing. We are confident that this will incentivize more potential customers to adopt electric vehicles, powering the transition to a greener future."

The Windsor features an AeroGlide design language, which is futuristic and transcends the concept of traditional segmentation. The interiors are opulent and luxurious with spacious Aero Lounge seats that can be reclined to 135°, coupled with the expansive Infinity View Glass Roof, adding to the business class experience. Immersive entertainment and smart connectivity features are powered by a massive 15.6" GRANDVIEW Touch Display in the central console.

MG Windsor comes with a 38 kWh Li-ion battery pack, which is IP67 certified, delivering an impressive performance of 100KW (136ps) power and 200Nm Torque through four driving modes (Eco+, Eco, Normal and Sport) that results in a 332 km\*\* ARAI certified range on a single charge.

*This program is a part of 3 years of maintenance package fee\*  
May vary on different driving conditions\*\**



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### **About JSW MG Motor India**

SAIC Motor, a global Fortune 500 company with a presence in over 100 countries and JSW Group (India's leading conglomerate with interests across B2B and B2C sectors) formed a joint venture - JSW MG Motor India Pvt. Ltd. in 2023. The joint venture aims to build a smart and sustainable automotive ecosystem while continuing to stay focused on developing a diverse portfolio of vehicles to give car buyers better access to advanced technologies and futuristic products with attractive value propositions. JSW MG Motor India Pvt. Ltd. is committed to introducing world-class technology, strengthening the manufacturing landscape, best of innovation across its business operations, and generating significant employment opportunities through extensive localisation.

### **About Morris Garages**

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 celebrities, including 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. Its state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 1,00,000 plus vehicles and 6,000 direct and indirect employees. Driven by its vision of CASE (Connected, Autonomous, Shared, and Electric) mobility, the innovative 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, the Astor-India's first SUV with personal AI assistant and Autonomous (Level 2) technology, and MG Comet – The Street-Smart Car.

Website: [www.mgmotor.co.in](http://www.mgmotor.co.in)

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

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