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MG Motor India partners with Cisco and UNLIMIT for connected mobility in its vehicles

Releases industry white-paper report entitled 'Connected Mobility - Growing Possibilities in India'

New Delhi, Nov. 29: Furthering its commitment to innovation in the auto-tech space, MG Motor India today announced its partnership with leading connectivity management platform Cisco IoT and UNLIMIT - a specialist IoT services provider, to develop connected mobility enabled vehicles.

Betting big on the connected mobility market, MG Motor India today also released a detailed white-paper on 'Connected Mobility - Growing Possibilities in India' in association with management consulting firm Arthur D. Little. According to the report, the value of the connected mobility market could reach the size of \$3 Billion USD by 2020 in India. Currently, only 2% of cars in India are considered connected cars. The demand for connected car services is expected to grow exponentially in India and mirror the global growth trends. Globally, the size of the connected mobility market is projected to grow to \$175 Billion USD by 2020, as against \$44 Billion USD in 2015, according to the report.

"With the automobile industry going through a major transformation, MG India aims to take the lead in connected mobility and establish the connected vehicle ecosystem in India. The partnership with both tech giants involves incorporating tracking, security and navigation amongst many other features in our vehicles, with an aim to offer a differentiated customer experience in India," said Rajeev Chaba, President & Managing Director, MG Motor India.

Commenting on the occasion, Alok Srivastava, Regional MD, SEA (Cisco IoT) said, "Cars of the future would not be seen just as a product but a platform, through which various services can be offered. A vehicle that is constantly connected offers a myriad of opportunities. It gives us great pleasure to associate with an iconic name such as MG Motor to accelerate the Connected Automobile revolution collectively."

Commenting on the occasion, Juergen Hase, CEO, UNLIMIT, added, "The consumer demand for connected mobility enabled vehicles in India has strong potential and is expected to mirror global growth trends, thereby also opening vast avenues for start-ups to develop domain specific applications and services that will enhance customer experience."

With its first SUV set to rollout in the next few months, MG Motor India is fast readying its Halol manufacturing facility to roll out its vehicles. With a strong focus



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on three key pillars – diversity, innovation and safety, the company has regularly taken it upon itself to organise and conduct events to foster innovation amongst the student community. The carmaker regularly organises various editions of the 'MG Grand Innovation Challenge' in top universities in India, specifically in the domains of green mobility, transportation and safety.

The report 'Connected Mobility – Growing Possibilities in India' can be downloaded at: <https://www.innovation.mgmotor.co.in/>

About MG Motor India

MG Motor India is a fully-owned subsidiary of China's largest carmaker SAIC Motor Corporation, which is ranked 36th in the Fortune 500 list. Founded in the UK in 1924, Morris Garages vehicles were world famous for its 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 single brand. MG has evolved into a modern, futuristic and innovative brand over the last 94 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 will be made available to the Indian customers in the second quarter of next year.

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