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MG Motor India registers 2409 bookings for the ZS EV in 27 days in 5 Cities

Closes the first round of booking with more orders than the total number of EV cars sold in India in 2019

New Delhi, Jan. 20: MG (Morris Garages) India has received an overwhelming response for the ZS EV, the country's first pure electric internet SUV. The carmaker has received over 2,800 bookings in 27 days and will cater to 2,409 bookings received from the markets where the ZS EV will be initially launched – Delhi/NCR, Mumbai, Ahmedabad, Bangalore, and Hyderabad. The number of bookings received for the ZS EV outpaces the total number of EV cars sold in India in 2019.

Thanks to the overwhelming response, the carmaker became the first automotive company to close bookings for a car before even announcing its price. It has also set a record for the number of pre-launch bookings received for an EV in India. The ZS EV is a globally-proven EV that provides customers with the practicality of an SUV and the performance of a sports car. The ZS EV has also achieved a **Five Star** Euro NCAP rating.

With the maximum bookings from the IT sector, Bengaluru has emerged as the top market for the ZS EV followed by Hyderabad. What's more interesting is that 40% of the bookings were registered online, underscoring a significant digital shift in consumer behaviour within the automotive space.

Speaking on the bookings for the ZS EV, **Rajeev Chaba, President & MD, MG Motor India**, said, "MG Motor India entered the EV space as a catalyst for the country's nascent EV revolution by providing a complete, end-to-end ecosystem. The overwhelming response that we have received for the ZS EV validates our faith and highlights how ready the consumer market is for a new-age EV proposition when provided with the best-in-class product and infrastructure. We are compelled to announce a temporary halt in bookings, yet again, and would like to thank our customers for their belief in the motto of #ChangeWhatYouCan."

As MG's most hi-tech car ever, the ZS EV comes equipped with cutting-edge EV technology and marks an exciting new era for the MG brand globally. The ZS EV has already registered significant



success in more than 10
United Kingdom, Europe,
received more than 2,000 orders within weeks of launch in the UK & Thailand respectively.

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international markets such as the
Australia, and Southeast Asia. It

MG Motor India is building a 5-way EV charging ecosystem in association with domain-leading players as an enabler and catalyst for the country's EV revolution and to accelerate the adoption of eco-friendly, next-generation mobility solutions. Each ZS EV comes with an on-board cable to charge anywhere. Customers can also get an AC fast charger installed at their homes/offices, free of cost, through MG's association with Delhi-based eChargeBays. The carmaker has also partnered with Fortum Charge & Drive India to set up 10 DC 50 kW super-fast charging stations at select MG showrooms in 5 cities. Additionally, it plans to create an extended charging network across MG dealerships in select satellite cities along key routes and provide charge-on-the-go with RSA (Roadside assistance).

For the ZS EV, MG Motor India has also introduced India's best vehicle ownership package, the "eShield", with a free-of-charge 5-year manufacturer warranty for unlimited kilometers on the car and 8 years/150k km warranty on the battery for privately registered customers. Additionally, the "eShield" offers round-the-clock roadside assistance (RSA) for a period of 5 years for privately registered cars, along with 5 labour-free services. All these elements under the "eShield" are aimed at enhancing the customer experience and providing complete peace of mind.

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 95 years. MG Motor India has its car manufacturing plant at Halol in Gujarat.

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