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MG Motor India introduces its 'Bridge' internship programme for next-gen global professionals

- ***Aims to facilitate two-way learning, from international markets to India and vice versa, through the programme***
- ***Hosts British interns at its India facilities this year as part of the initiative; to also send its India employees to international markets***

New Delhi, September 12, 2019: In a move further underlining its commitment to facilitating inclusive growth and people development opportunities, MG (Morris Garages) India today announced the launch of 'Bridge', an internship programme for next-gen global professionals. As part of the unique two-month long internship programme, MG India will enable foreign students to visit the carmaker's facilities and understand how the brand is approaching the market in India through manufacturing orientation and retail immersion.

MG India's latest initiative is aimed at facilitating two-way learning for the next wave of automotive professionals, both from India and other international markets that the brand is operating in. By giving students an in-depth insight into industry best practices, local business processes, and market-specific strategies, MG aims to facilitate superlative learning and growth opportunities for the program candidates. In addition to hosting international students, the carmaker will also explore opportunities for its employees in India to gain cross-market exposure and development.

Flagging off the Bridge programme in its first year, MG India hosted students from Britain at its facilities. The students attended training programmes at the company's headquarters in Gurgaon and its Halol manufacturing facility, enabling them to experience and learn more about MG India's operations. The British students also interacted with Indian customers at select showrooms as global brand ambassadors for MG, further spreading the word around MG's rich legacy and how it became one of the world's most celebrated car brands.

Speaking on the launch of the Bridge initiative, Gaurav Gupta, Chief Commercial Officer, MG Motor India, said, "Innovation lies at the core of MG India's foundation and the launch of Bridge is yet another unique initiative, giving access to foreign students to understand how MG is approaching the market in India. The programme also allows for the exchange of ideas and best practices across different cultures while giving foreign students a chance to interact with Indian customers and understanding their discerning needs."

MG India's strategic decision to extend the invitation for the programme's first batch this year to British students underlines the brand's strong linkage to the UK, the country of its origin. In keeping with its global aspirations, MG will further spread the know-how about its India operations to foreign students every year – making it a truly diverse learning experience for the next wave of global professionals.

"It is great to host students from the UK, the spiritual home of MG, and give them access to the various tools and strategies that we are deploying to build the brand in India. As an organisation, we also remain committed to providing our employees in the country with



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growth and development opportunities and will be looking to enable similar learning experiences for them in overseas markets,” he added.

MG Motor India is a future-ready organization with a focus on four key pillars of innovation, diversity, experiences, and community. In terms of diversity, female employees already account for 31% of the company’s total workforce – making it the most gender-diverse workforce in the industry.

About MG Motor India

Founded in the UK in 1924, Morris Garages cars became world for their roadsters and cabriolet series. MG’s cars were much sought after by many celebrities, including the British Prime Minister and even the British Royal Family for their styling and spirited performance. The MG Car Club, set up in 1930 at Abingdon in the UK, is by far one of the world’s oldest surviving clubs for a car brand. MG has evolved into a modern, futuristic and innovative brand over the last 95 years. MG Motor India has recently commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat.

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