



MORRIS GARAGES

Since 1924

## **MG Motor India strengthens its retail presence; inaugurates its Guwahati showroom**

*The carmaker announces its foray into the North-East markets; to open 2 more centers in the region by the end of 2020*

**Guwahati, Feb 26:** Underlining its commitment to completely redefining the car buying experience in the North-East markets, MG Motor India has today announced the grand opening of its first showroom at NH-37 in Guwahati. The carmaker will further strengthen its market presence in the North-East region with two more centers slated to be operational by the end of 2020.

Built over an area of 3,000 sq. ft., the showroom shares the overall look and feel of the carmaker's futuristic customer approach, while also reflecting its British heritage. The showroom is accompanied by a 10,000 sq. ft. modern service facility to cater to the requirements of its customers.

With the inauguration, the carmaker now has a total of 206 centers across India and aims to boost its retail presence to 250 centers by June this year.

Commenting on the inauguration, **Gaurav Gupta, Chief Commercial Officer – MG Motor India, said,** “The Guwahati showroom marks MG's entry in the North-East. Partnering with Mr. Rishabh Himmatsinghka will help us further reinforce our brand philosophy and deliver superlative customer delight in line with the demands and requirements of new-age customers in Assam. As a sign of our strong commitment to the region, we have identified two more regional markets already and will be looking to open additional centers in these catchment areas by the end of 2020.”

Speaking on the inauguration, **Rishabh Himmatsinghka, Dealer Principal, MG Guwahati** said, “We are proud to associate with MG, a future-forward and pioneering brand in the automotive space, and the tech-driven proposition that it represents. MG Guwahati will utilise the carmaker's strong British heritage and promise a fresh automotive experience to all visitors. With the showroom also coming equipped with advanced digital capabilities, it will set the benchmark for a differentiated automotive retail experience in the region.”

The brand-new showroom has been designed under the brand's philosophy of “Emotional Dynamism”, which combines contemporary brand elements and slick colour palettes. On the exterior, the front fascia of MG's dealerships adopts a unique façade grill signifying the confluence of the sky and the earth. Inside, the store perfectly demonstrates the brand's experience-first approach that aims to captivate all the 5 senses of its prospective customers through intelligent and creative elements like big LED configurator wall.

**About MG Motor India**



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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. MG has evolved into a modern, futuristic and innovative brand over the last 95 years. MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat.

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