

MG Motor India partners with Code Effort and Attaware to launch sustainable merchandise

New Delhi, April 21, 2022: In line with one of the brand philosophies, MG Motor India launched its first line of sustainable merchandise on Earth Day 2022. By partnering with Code Effort and Attaware, the carmaker aims to move a step further towards the goal of carbon neutrality.

In collaboration with Code Effort and Attaware, MG aims to increase sustainability by recycling and producing merchandise manufactured from upcycled waste and biodegradable disposable material. The collection will feature vehicle hangers, keyrings, car cushions, and cups made up of jaggery & grains.

Being at forefront of creating sustainable manufacturing in India, MG recently obtained Environmental Management System (ISO 14001 – 2015) and Occupational, Health & Safety Management System (ISO 45001 – 2018) ISO certifications. Previously, MG was the first passenger car manufacturer that collaborated with CleanMax to adopt wind-solar hybrid energy and Asian Paints to use ULTRAX Degreaser to reduce CO2 emission in the painting process.

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 96 years. Its state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 80,000 vehicles and employs nearly 2,500 workers. Driven by its vision of CASE (Connected, Autonomous, Shared, and Electric) mobility, the cutting-edge 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, and MG Astor- India's first SUV with personal AI assistant and Autonomous (Level 2) technology.

About Code Effort

Code Effort upcycled waste, which is sourced from collection agents, factories, and pickup services, into recycled paper and plastic products. Code efforts employ a closed-loop carbon-neutral recycling process that ensures 100% material utilization, reduces pollution, lowers GHG emissions, and promotes the circular economy.

About Attaware

Attaware manufactures cup made up of jaggery & grains from grains and jaggery. Their patented technology has a zero carbon footprint and has remarkable environmental, social, economic, and health benefits such as: helping to grow rural economies; reducing plastic waste; causing no air, water, or soil pollution; empowering women; and generating zero waste.