

MG Motor India to focus further on community building; commences contribution to girl child education with sales of MG Hector

Leveraging its partnership with IIMPACT NGO, the carmaker will contribute towards facilitating one month's education for every girl child from every Hector sold

New Delhi, July 11, 2019: Underlining its commitment towards gender diversity and community development, marquee carmaker MG (Morris Garages) Motor India has commenced contribution towards girl child education with the commencement of sales of the MG HECTOR. Leveraging its partnership with IIMPACT NGO, the carmaker will contribute towards facilitating one month's education for every girl child from every Hector sold.

In partnership with IIMPACT, an NGO engaged in providing quality education to young girls through its learning centres in remote villages across the country, MG has adopted and will be supporting 30 learning centres to begin with. MG India plans to increase this number substantially every year as the scale of its operations grows as part of its focus on 'community building'.

Speaking on the partnership, **Rajeev Chaba, President & Managing Director, MG Motor India**, said, "As responsible corporate citizens, MG India and IIMPACT share a common vision of supporting, providing access to women to support themselves and transform their lives and the community around them. Educating and empowering the girl child is amongst the most impactful ways of doing so. With IIMPACT, the focus is on girls hailing from underprivileged backgrounds, as they work towards creating a better future for themselves. The initiative also enables owners of MG vehicles to contribute to and support a critical cause and become MGChangemakers."

Commenting on the initiative, **Rema Harish, Executive Director, IIMPACT**, said, "We share a common vision with MG India, an organization which is focused on gender diversity as a core principle. Our aim is to provide access to quality education to the girl child, particularly in areas lagging in basic social services and economic development. Regional inequalities are compounded by historical social inequalities, particularly for the girl child. Our program seeks to bring about social change through education. We are grateful for this partnership which will help address issues in these specific areas."

In 2018, as part of its efforts to highlight gender diversity, the carmaker collaborated with 'The Better India' for the "MG Changemakers" initiative, honouring 6 women trailblazers that inspired change in different communities across the country. The aim was to highlight how women, with their extraordinary spirit, peerless grit and determination, can create a positive impact within society. The carmaker also joined hands with TRAX NGO to launch its road safety initiative, 'Road Safety and Juniors Programme'. Since its launch in November 2018, the programme has already been implemented across 257 schools in Gurugram and Faridabad, impacting over 300,000 school students.

MG Motor India is a future-ready organization that is trying to set industry benchmarks not only in terms of a young & smart work culture but also in terms of diversity; female employees already account for 32% of the company's total workforce, with plans to further increase the number of women hires in the future. With a focus on four key organisational pillars of innovation, diversity, experiences, and community, the carmaker is building a strong base for its future operations.

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 more than a million loyal fans, making it by far 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 commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat.

About IIMPACT

IIMPACT NGO was founded 16 years ago with an aim to educate the girl child. The inspiring initiative established by Alumni of IIM-Ahmedabad, through which 60,000 girls of the poorest villages in India have benefited from free primary education. People can join and help us in our mission to free more girls from the shackles of illiteracy, visit www.iimpact.org.