



MORRIS GARAGES

Since 1924

Continuing its experiential journey, MG Motor India releases the MG brand anthem!

The MG brand anthem perfectly blends the carmaker's unique heritage and futuristic vision

New Delhi, May 10: Underlining its endeavour to provide exciting experiences every-time, the carmaker introduced the 'MG Brand Anthem' - with an aim to reflect its unique brand image that blends its rich heritage and exciting future. The anthem fuses modern sounds such as 'trap' and 'neo-electronica' with timeless brass arrangements such as the saxophone. The MG brand anthem is an extension of the carmaker's value proposition as an automotive manufacturer of the future which draws inspiration to innovate from its rich brand legacy of over 95 years.

The anthem has been developed with BrandMusiq, Asia's pioneering sonic branding agency based on key brand characteristics which have been translated into a sonic identity.

Speaking on the introduction of the brand anthem, **Pallavi Singh, Head - Marketing, MG India**, said, "MG's unique legacy and focus on innovation have passed the test of time for over 9 decades. As we enter the latest phase of our brand evolution, it made sense to have these two unique aspects reflected in one cohesive sonic identity. The initiative is yet another step towards the launch of the MG brand in India for our future customers, with an objective of enabling exciting experiences every-time. The MG brand anthem is the perfect embodiment of MG's ultramodern sensibilities mixed with our rich brand heritage."

Rajeev Raja, Founder of BrandMusiq, said, "We are absolutely thrilled to have created the sonic identity for a brand as iconic as MG. The MOGO® and MOGOSCAPE® truly reflect the brand's unique persona and values."

The MG brand anthem would form the basis for all customer-facing audio expressions of the MG brand, including its upcoming showrooms. The anthem has been composed by Rajeev Raja, Reuel Ferreira, and Merlyn D'Souza – all of whom have an extensive body of work in movies, theatre, advertising jingles, concerts and sonic branding. A ringtone version of the MG Anthem will also be available for download soon.

This focus on exciting experiences as a differentiator also reflects in MG's various partnerships and features of its upcoming vehicles. Its next-generation iSMART framework comes preinstalled with the Gaana app, enabling all MG customers to access their favourite tunes through a Gaana Premium Account. The revolutionary OTA technology in MG cars also allows infotainment content to be updated in real-time, elevating the consumer experience.

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 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. With plans to soon introduce its brand of vehicles in the Indian market, MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat. The first of these modern MG cars - "HECTOR" will be made available to the Indian customers in the second quarter of this year.

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