

MG Motor India gives colour a new meaning this Holi

Partners with Delhi Street Art to brighten up a Gurgaon school

Gurgaon, March 9, 2020: Marking its commitment towards driving a positive change in society, MG Motor India collaborated with Delhi Street Art to give colour a new meaning this Holi. The carmaker celebrated the festival of colours with children, beautifying the walls of Government Senior Secondary School, Chakkarpur, Gurgaon with creative and vibrant artwork.

Engineer-turned-artist Yogesh Saini, the man behind the iconic murals in Delhi's Lodhi Colony is the founder of Delhi Street Art (DSA). By teaming up with him for Holi, MG Motor India endeavoured to expand the ambit of its community initiatives in the country by bringing excitement in the lives of students. Excited students of the school, armed with brushes were also seen at their creative best, bringing the school's walls to life. The initiative resonates with the brand philosophy of MG Motor, that seeks to add value and happiness to the world around.

Commenting on the initiative, **Rajeev Chaba - President and Managing Director - MG Motor India, said** "As part of our core foundation at MG, we have always been focused on contributing and giving back to the community. This Holi initiative was an effort aimed at creating excitement and bringing joy to the school children while educating them about preserving the environment. Through such initiatives, we continue to reinforce our commitment towards the betterment of the society".

Anjana Dhingra, Principal, Government Senior Secondary School, Chakkarpur said, "It was heartening to see MG Motor India and Delhi Street Art (DSA) celebrate Holi with children and teach them about being environmentally conscious at an early age. Our focus is on inculcating good values in them to bring about positive changes in the society."

MG Motor India's core foundation is built on the four pillars of community, innovation, experiences & diversity.

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 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.

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