

## **MG Motor India announces 11 winners of its Developer Program and Grant 3.0**

*Over three seasons, MG and consortium members have received entries from more than 830 startups*

**Gurugram, May 17, 2022:** MG Motor India **announced 11** winners of its **annual flagship innovation program – MG Developer & Grant season 3.0**. Supported by Startup India and Invest India, the program aims to encourage tech start-ups to build new, technologically advanced applications and experiences to strengthen India's mobility space. The eminent jury **included** consortium partners, including **SAP, Adobe, L&T Technologies, Bosch, Jio, Map My India, and KoineArth**.

The theme of Season 3.0 was **Car as a Platform (CaaP)**, an ecosystem of various in-car services and subscriptions in the areas of utility, entertainment, security, consumer payment, and more. The concept of Car as a Platform introduces software as an enabler with a host of service partners in the car. MG endeavours to evolve CAAP **to provide** innovative services in line with the fast-changing requirements of new-age consumers by collaborating with more ecosystem partners.

More than 350 entries were received across the country for the third season of the MG Developer Program & Grant. The 11 winners selected are **Hyperreality Technology, SaleAssist Innov8, MSB Digital, Imagine, Cymbeline Innovation, Sahayak Technologies, Voice of Things, XR labs, Papli Labs, Zekardo Automotive Solutions, and DocketRun Tech**.

**Gaurav Gupta, Chief Commercial Officer, MG Motor India, said,** "Since inception, it has been our constant endeavour to engage with start-ups to drive innovation. MG Developer Program and Grant is aimed at encouraging Indian innovators and developers to build futuristic mobility applications and experiences. We are excited to engage with **11** winners of season 3.0 to further build this ecosystem together."

**Deepak Bagla, MD & CEO, Invest India, said,** "Technology has changed the value proposition across the entire business chain. India has 739 districts, and over 85% of them have a start-up that is registered with the government. Innovative ideas that minds from India's farthest corners are coming up with will shape the Indian growth story across sectors. **These programs** are crucial to building new, technologically advanced applications and experiences that can strengthen India's mobility space."

The winners of MGDP **have received** grants and are engaged by MG and the consortium partners to meet business objectives. Start-up India and Invest India are government-backed initiatives to empower start-ups for simplification & handholding, funding support, and incentives. **They also help** investors looking for investment opportunities.

### **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.

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**About Hyperreality Technologies**

Providing VR Training platform framework that allows Trainers to create and deploy VR based assembly.

**About SaleAssist Innov8**

It is a 'Live Video Commerce' solution offering live selling & live support to increase customer delight and increase sales conversions.

**About MSB Digital**

It is a cloud-based digital workflow and eSigning solution that allows complete automation and control over key aspects of your paper-based document processes.

**About Imagine**

Imagine provides a device-agnostic enterprise collaboration software for immersive training and support of heavy equipment and processes using Virtual Reality & Augmented Reality technologies.

**About Cymbeline Innovation**

It is an Industry 4.0 startup that helps and accelerates OEMs achieve Digital Transformation and Connected shopfloors by providing one stop turnkey Industrial IoT solution.

**About Sahayak Technologies**

It is a digital assistant that guides users step by step in their own language, it is available in a wide variety of languages and works with all kinds of websites and mobile apps.

**About Voice of Things**

It provides a tool that allow users to enable voice controls in non-voice & cross platform devices.

**About XR Labs**

XR Labs is an AR/VR Development company that provides AR/VR Development services to build immersive digital experiences for Industry-Specific needs.

**About Zekardo Automotive Solutions**

A deep-tech platform developing software solutions aimed at accelerating the journey toward Global Connected Car Adoption.

**About Papli Labs**

Delivering Intelligence for Safety, Security & Mobility by analysing real time road and traffic conditions.

**About DocketRun Tech**

It is a AI-powered video analytics platform supercharges businesses security and safety.