

## **MG Motor announces the Affordable Ventilator Challenge under its MG Developer Program & Grant to fight COVID-19**

*To offer a grant of INR 10 lakh to the winning design and prototype*

**New Delhi, April 1:** Furthering its commitment to serving the community at large, MG Motor India has today started the hunt for a quick-to-produce ventilator design to serve the patients affected by COVID-19.

Post evaluation by a team of medical experts, the best ventilator design concept will receive a grant of INR 10 lakh from MG Motor India. The carmaker will also provide production support for the proposed ventilator prototype at its Halol manufacturing facility to ensure swifter market deployment.

Commenting on the initiative, **Mr. Rajeev Chaba, President & MD – MG Motor India**, said, “The COVID-19 pandemic has given rise to a dire need of ventilators to take care of the growing number of patients. There is an extreme shortage of ventilators in the country and those available are very expensive for mass adoption. As a responsible corporate citizen, MG Motor India is committed to fighting this pandemic. Incentivizing medical innovation through a financial grant to the most viable prototype is the most effective channel to do our bit for the community.”

The carmaker has called for submission of these entries under the MG Developer Program & Grant on its website: <https://www.mgmotor.co.in/world-of-mg/events/mg-affordable-ventilator-challenge>. In keeping with the critical need for swift deployment of affordable ventilators, the last date of submitting applications is April 15, 2020.

The MG Developer Program & Grant, launched in September 2019, is a novel initiative undertaken by MG to nurture innovative ideas in the automotive space.

### **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. MG has evolved into a modern, futuristic and innovative brand over the last 96 years. MG Motor India has commenced its manufacturing operations at its car manufacturing plant at Halol in Gujarat.

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