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MG Motor India focuses on community service to break the chain and give relief to suppliers; diverts industrial oxygen

Gurugram, May 1, 2021: MG Motor India has been focusing on serving the communities in these challenging times. It has now decided to close its plant for 7 days and conserve industrial oxygen so that it can be diverted to the healthcare segment.

Mr. Rajeev Chaba, President & Managing Director, MG Motor India, said, “In these times, our efforts are directed towards keeping people safe and maximizing service to the communities.”

The carmaker has also joined hands with Devnandan Gases Pvt. Ltd. in Gujarat recently. The association has increased the production of oxygen by 15% per hour at one of the latter's plants in Vadodara within a week of their partnership. MG further aims to increase it by 50% soon.

Under its community service umbrella MG SEWA, the carmaker is dedicated to serving society. It has recently announced that it is providing lunch to families of patients at GMERS Hospital. At present, MG's Hector Ambulances continue to serve doctors and medical staff during their service to the nation. The carmaker is also importing oxygen concentrators for the affected family members of its employees. More similar initiatives are expected to be announced under MG SEWA soon.

Going forward, the carmaker does not see any deterioration in demand. However, supply-chain constraints would continue in the month of May 2021. The production will be impacted by the shortage of semiconductor chips globally and the limitation in working hours due to curfews and lockdowns in various parts of the country.

As a result of the lockdown, sales during the last 15 days of April 2021 were also impacted and overall retail sales during the month stood at 2,565 units. However, MG Motor India's production and vehicle dispatches to dealers were significantly higher than retail sales, with the carmaker currently having an order backlog of over 3 months across its product lines. The carmaker is currently left with no stock at its Gujarat plant.

MG Motor India continues to follow the COVID-19 protocols across all consumer touchpoints. The brand assures its customers of complete safety with sanitization under the Disinfect & Deliver program. Its service centers are currently operating with minimal staff while catering to the requirements of its customers. The carmaker is also providing free vaccination to its employees and is focused on facilitating the same to its dealerships. It is also encouraging its dealers to provide insurance to their staff.

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