



MG Motor Partners with Adobe to Launch Unique Digital Strategy in India

New Delhi, 30 January 2019: Iconic British brand [MG Motor India](#) today announced its partnership with Adobe to rollout a unique digital focused pre-launch marketing strategy in India. MG Motor is kicking off the brand's customer experience focus in advance of their first product debut planned for early 2019.

Rajeev Chaba, President and Managing Director, MG Motor India, said "As a brand, our team at MG Motor is always looking for new and innovative ways to excite our customers with experiences that truly stand out. In line with this, we're powering ahead in the Indian market with a new digital-first approach which allows us to start engaging customers with experiences that are personalised, relevant and compelling, starting with the current pre-launch phase. With digital at the front and centre of this marketing strategy, we are happy to partner with Adobe for their rich experience and product innovations in the digital space, and are confident that together, we will redefine the future of customer experiences in the Indian auto industry".

"Technology has transformed the way customers interact with the world around them, and rapidly evolving the expectations of brands. Digital, and the era of experience, are at the core of brands looking to thrive, especially in hyper-competitive sectors like the automobile industry. This industry has an array of objectives including appealing to a wide audience, establishing a deeper customer connection, and truly standing out from the pack. We are excited to partner with an iconic brand like MG Motor and look forward to working with them as they enter the Indian market," said **Kulmeet Bawa, Managing Director, Adobe South Asia**.

As part of this comprehensive digital strategy, MG Motor will leverage the Adobe Experience Cloud platform. Adobe Experience Manager will help MG Motor build and consolidate all its digital properties onto a common platform, including its brand website, dealer websites and digital screens. With the implementation of Adobe Analytics, MG Motor will leverage insights derived from digital interactions between the brand and its customers across these channels, to further deliver personalised customer experiences using Adobe Target. Through the launch phase, Adobe Campaign will aid the brand's focus in communicating with customers and nurture leads from online channels. Post-launch, MG Motor will aim to expand its reach to a bigger audience by using data generated by Adobe Audience Manager, along with second and third-party data. MG Motor expects its digital strategy to play a strong role in delivering end-to-end customer journeys and enabling a solid start to its long-term business success in the Indian market.

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About MG Motor India

Established in 2017, MG Motor India is a wholly-owned subsidiary of SAIC Motor Corp. MG inaugurated its first manufacturing facility in September 2017 in Halol, Gujarat. Come 2019, MG Motor plans to launch its first wave of cars in India. For more information, please visit <http://www.mgmotor.co.in/>

About Adobe Experience Cloud

Adobe offers the industry's only end-to-end solution for content creation, marketing, advertising, analytics and commerce. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Cloud helps companies deliver consistent, continuous and compelling B2C and B2B experiences across customer touchpoints and channels – all while accelerating business growth. Industry analysts have named Adobe a clear leader in over 20 major reports focused on experience – more than any other technology company.

About Adobe Inc.

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/in.