



MORRIS GARAGES

Since 1924

## **MG Motor India inducts young women professionals under ‘Genesis’, a train & hire program to empower young women**

*Launched in association with Prudentia Learning Solutions, the unique learning and career development initiative to provide extensive training to fresh college graduates from smaller cities*

**New Delhi, Jan. 30:** Underlining its commitment to enabling more inclusive and diverse workplaces, MG (Morris Garages) Motor India has today inducted the pilot batch of professionals under ‘Genesis’, a unique train & hire program aimed at empowering young women in the country. MG felicitated 28 selected aspirants at an event held in New Delhi.

Through ‘Genesis’, MG provides extensive training on automotive sales and delightful customer experiences through a blend of classroom learning, on-the-job training, and online learning. Launched in association with Prudentia Learning Solutions, the program equips young women with the skills and expertise they need to secure employment as a Relationship Manager with authorised MG dealerships. The first ‘Genesis’ batch was handpicked after rigorous evaluation of more than 5,000 applicants and completed 510 hours of blended learning modules under the 55-day program. Graduates are now being placed at MG dealerships across Delhi-NCR as Relationship Managers.

Speaking on the success of the first batch, **Gaurav Gupta, Chief Commercial Officer – MG Motor India**, said, “As an organisation, our commitment to empowering women reflects in the number of women employees that are a part of the MG Motor India family. Through ‘Genesis’, we want to continue maintaining a healthy diversity in our workforce by providing better employment opportunities to women from semi-urban and rural areas. The success of the pilot batch is a moment of great pride for us and motivates us to continue giving women access to career opportunities with MG Motor India.”

MG Motor India has been facilitating the creation of a more equal and diverse society with various in-house and on-ground initiatives. Women professionals currently account for 31% of the organisation’s workforce – the highest in the industry. Going forward, MG plans to expand the ambit of the program to other regions and train more than 100 young women professionals on aspects such as brand, customer centricity, soft skills, industry, product know-how, and allied services etc.

### **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 95 years. MG Motor India has its car manufacturing plant at Halol in Gujarat.

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