

## JSW MG MOTOR INDIA AND MEGAMILLION COLLABORATE TO ELECTRIFY AFRICAN ROADS WITH 'EVERIONE'

**Megamillion is proud to announce that it has joined forces with JSW MG Motor India to import, assemble and distribute select electric vehicles (EV) in South Africa and Sub-Saharan Africa.**

Megamillion is championing the circular battery value chain in Africa, while JSW MG India is a world-class electric vehicle manufacturer. This strategic partnership between the two companies leverages Africa's abundant battery mineral resources through localised battery, battery pack and EV assembly. The collaboration aims to improve the overall quality of life by creating meaningful new-energy jobs, while accelerating the region's transition to clean mobility through the introduction of affordable EVs.

Megamillion will be launching electric vehicles under their own brand name **Everione**, as Africa's own unique EV brand. The first EV model for Africa, the MG Comet - rebranded as **Everione.happy** – seeks to elevate the African automotive consumer with hope and joy.



Commenting on this groundbreaking venture, **Nechan Naicker, Founder and CEO of Megamillion Group**, underscored the significance of accelerating clean mobility adoption across Africa. “For far too long, Africa has lagged behind in the large-scale adoption of electric vehicles. We are thrilled to collaborate with JSW MG Motor India to finally introduce affordable premium EVs to the continent, while reducing the carbon footprint in Africa’s fast-growing major cities,” he stated. Naicker further emphasized the impact of localizing EV battery pack manufacturing in driving down costs: “By establishing local production - first in South Africa and thereafter expanding into other African countries - we will greatly reduce vehicle prices, ensuring that clean electric mobility is within the reach of all Africans.”

**Megamillion's Deputy Chairperson, Chikane Chikane**, emphasized the critical role of local battery pack manufacturing in driving Africa's EV transition. "With battery costs accounting for up to 50% of a vehicle's total price, establishing our own local battery and battery pack manufacturing capabilities is essential to developing the complete battery value chain on African soil," he stated. "This initiative presents sub-Saharan Africa with a significant opportunity to shift from an extractive economy to a manufacturing-driven one, fostering job creation and making a substantial impact on poverty reduction. We are excited to collaborate with JSW MG Motor India to accelerate Africa's EV adoption and to drive sustainable and regional industrial growth," Chikane added.

**Tevin Naicker, Megamillion's head of New Product Development** said, "South Africa's recent implementation of a 150% tax deduction on investments in electric-powered vehicle production has created an ideal landscape for our partnership. This incentive aligns perfectly with Megamillion's commitment to spearhead local battery and EV manufacturing capabilities on the continent, further strengthening the economic case for developing Africa as an electric vehicle manufacturing powerhouse."

Speaking at the occasion, **Sameer Jindal, Director VAVE, JSW MG Motor India**, said "Our range of EVs is gaining widespread acceptance in India, with customers recognizing us as a highly-trusted EV manufacturer. We have continuously expanded our product portfolio, increased the customer base considerably, and have emerged as a leading electric car manufacturer. As we expand now into South Africa and Sub-Saharan Africa with Megamillion, we aim to enable the rapid adoption of EVs with more product offerings, resulting in a potential for strong growth momentum in this important market."



**EVERione.happy** is a versatile 3-door 4-seater city vehicle with a 230 km city driving range. It offers class-leading safety technology features and is equipped with advanced connected-car smart features. When launched in South Africa, the vehicle will be enabled with 99+ voice commands that can be executed in six local African languages, a world first! With this first model, Megamillion is introducing a premium and modern EV at a very affordable price, perfect for Africa's needs.

**EVERione.happy**



**EVERione.happy** together with Megamillion's innovative home-grown EV charging and ownership solutions will be available in South Africa within the next few months. More exciting EV models from JSW MG Motor India are scheduled for Africa in 2025 and 2026.

## About JSW MG Motor India



SAIC Motor, a global Fortune 500 company with a presence in over 100 countries and JSW Group (India's leading conglomerate with interests across B2B and B2C sectors) formed a joint venture - JSW MG Motor India Pvt. Ltd. in 2023. The joint venture aims to build a smart and sustainable automotive ecosystem while continuing to stay focused on developing a diverse portfolio of vehicles to give car buyers better access to advanced technologies and futuristic products with attractive value propositions. JSW MG Motor India Pvt. Ltd. is committed to introducing world-class technology, strengthening the manufacturing landscape, best of innovation across its business operations, and generating significant employment opportunities through extensive localisation.

## About Morris Garages



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 celebrities, including 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 100 years. Its state-of-the-art manufacturing facility in Halol, Gujarat, has an annual production capacity of 1,00,000 plus vehicles and 6,000 direct and indirect employees. Driven by its vision of CASE (Connected, Autonomous, Shared, and Electric) mobility, the innovative 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, the Astor- India's first SUV with personal AI assistant and Autonomous (Level 2) technology, and MG Comet – The Street-Smart Car.

## About Megamillion **Megamillion**

Established in 2019, Megamillion is a South-African based company that is championing the circular battery value chain in Africa. It has partnered with a global battery leader to set up Africa's first lithium-ion battery gigafactory with an anticipated annual output capacity of 32GWh. Under its mobility division, EVs and EV battery packs will be manufactured in its multi-OEM pure EV manufacturing plant. Furthermore, to ensure a true circular value chain, Megamillion is part of a consortium that is currently setting up a pilot plant for lithium-ion battery recycling at the University of the Western Cape. Overall, Megamillion's intent is to utilise Africa's rich battery minerals to benefit Africa first.

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