

Media Information
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**No two MINIs should ever look the same.
MINI India launches an exclusive 'Mod My MINI' customization
programme.**

Curated range of customization options designed to make your MINI stand out even more than it already does.

A bespoke range from signature paint and bold decals to precision accessories that transforms the MINI into your personal statement.

Endless possibilities with over 2.5 million unique combinations to make your MINI truly individual.

Gurugram. MINI India announced the launch of its official vehicle customization programme, designed to elevate individual style and allow owners to tailor their vehicles to their preferences. Grounded in the long-standing brand belief that no two MINIs should ever look the same, this new initiative offers a highly curated range of bespoke upgrades - spanning original accessories, signature paints, and bold decals - for both the Cooper and Countryman families.

The program allows customers to personalize either a brand-new or existing vehicle by modifying almost any element, including the roof, mirror caps, spoilers, and brake calipers. To perfectly match their personality, customers can choose from an array of paint options, including over 100 classic MINI shades, multiple exclusive thematic decals, and original MINI accessories. This extensive selection makes a total of 2.5 million unique combinations possible, ensuring that every customized vehicle stands out as a personal statement.

Mr. Hardeep Singh Brar, President and CEO, BMW Group India said, "MINI has never been just a mode of transport; it is a declaration of personal style. We firmly believe that no two MINIs on the road should look the same, which is why the 'Mod My MINI' programme puts the design canvas directly into the hands of our owners. True luxury is defined by the freedom to choose, and by offering this unprecedented tier of factory-backed customization, we ensure that every driver can define their vehicle's identity entirely on their own terms. Ultimately, small changes drive a big personality, making your driving experience as completely unmatched as your fingerprint."

Media Information

Date 25 August 2026
Subject MINI India launches an exclusive 'Mod My MINI' customization programme.
Page 2

To ensure that each unique vehicle retains its premium finish, all official decals installed through the programme come backed by a 24-month warranty from the date of installation. Customers are invited to get in touch with their nearest MINI Authorized Dealer to explore the full library of options, check part availability, and begin creating a one-of-a-kind vehicle. MINI has 17 sales touchpoints in 16 cities - Bird Automotive & Deutsche Motoren (Delhi NCR), Infinity Cars (Mumbai), Krishna Automobiles (Chandigarh), KUN Exclusive (Chennai, Hyderabad & Bengaluru), Bavaria Motors (Pune), EVM Autokraft (Kochi), Gallops Autohaus (Ahmedabad), OSL Prestige (Kolkata), Speed Motorwagen (Lucknow), Titanium Autos (Guwahati & Ranchi), Eminent Cars (Surat) and Sanghi Classic (Jaipur & Jodhpur). MINI service is integrated with larger BMW Group India aftersales network and is available at 51 touchpoints across 36 cities.

If you have any queries, please contact:

BMW Group India

Richa Sharma, Head, Press and Corporate Affairs
Cell: +91 99100 22148; Tel: + 91 124 4566600; Email: Richa.Sharma@bmw.in

Rohneet Naik, Product and Technology Communication, Press and Corporate Affairs
Cell: +91 98999 65668; Tel: + 91 124 4566600; Email: Rohneet.NR.Naik@bmw.in

Internet: www.mini.in
Facebook: <https://www.facebook.com/MINI.India>
Instagram: https://www.instagram.com/miniindia_official
LinkedIn: <https://www.linkedin.com/company/mini-india/about/>
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