

Ref. NS: SEC
7th January, 2025

National Stock Exchange of India Limited
"Exchange Plaza", 5th Floor,
Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400051.

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400001.

The Luxembourg Stock Exchange
35A Boulevard Joseph II,
L-1840 Luxembourg.

London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Dear Sirs,

Sub: Mahindra Democratizes Premium EV Technology, Announces Top Variant Prices of BE 6 and XEV 9e

This is further to our intimation dated 26th November, 2024, regarding 'Mahindra launches BE 6 starting at ₹ 18.90 Lakh and XEV 9e starting at ₹ 21.90 Lakh'.

In this connection, please find enclosed a Press Release issued by Mahindra Electric Automobile Limited, a Subsidiary of the Company on the captioned subject.

You are requested to kindly note the same.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED

NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: as above

Press Release

Mahindra Democratises Premium EV Technology, Announces Top Variant Prices of BE 6 and XEV 9e

- BE 6 Pack Three: ₹ 26.9 Lakh; EMI starting at ₹ 39 224 (same as Pack One)
- XEV 9e Pack Three: ₹ 30.5 Lakh; EMI starting at ₹ 45 450 (same as Pack One)
- Add your preference from January 7, 2025
- Phased Test Drives will start from January 14, 2025
- Bookings for BE 6 and XEV 9e to start simultaneously on February 14, 2025

Pune, January 7, 2025: Mahindra, at its Unlimit India Tech Day, today, announced the prices for the top-end (Pack Three) variant of its flagship Electric Origin SUVs—BE 6 and XEV 9e. This announcement builds on the success of the Unlimit India event, which was held on November 26, 2024, where the BE 6 and the XEV 9e were revealed.

Mahindra's vision of democratising premium technology takes centre stage with Pack Three, which represents the high-end of luxury, cutting-edge features, and unmatched performance. Catering to the growing inclination of customers towards premium EVs, Mahindra will launch Pack Three exclusively in the first phase for both BE 6 and XEV 9e. To make Pack Three more accessible, Mahindra introduces a unique program "Three for Me". This program, brought in by Mahindra Finance, ensures that Pack Three variants can be owned at the same monthly EMI as Pack One, with a balloon payment at the end of six years.

Veejay Nakra, President, Automotive Sector, Mahindra & Mahindra Ltd., and Joint Managing Director, Mahindra Electric Automobile Limited, said, *"The response to our Electric Origin SUVs has been phenomenal, with customers showing a strong inclination towards high-end technology, and premium features. In response, we will initiate bookings only for the feature-loaded Pack Three in 79 kWh for both BE 6 and XEV 9e on February 14, 2025, which is Valentine's Day. With its 79 kWh battery delivering over 500 km of real-world range, customers can be free from range anxiety. Our vision is to make premium EVs mainstream, and with our "Three for Me" finance program we ensure these vehicles remain accessible, aiming for a total monthly target of 5000 units in Phase 1."*

Democratising High-End Technology with Pack Three

In the Unlimit India event held on November 26, 2024 the Pack One offering for both BE6 and XEV 9e were showcased for those seeking a balanced blend of technology, safety, and comfort.

Pack Three takes luxury and performance to new heights, blending advanced safety, cutting-edge features, and premium design. Built on Mahindra's highly efficient INGLO electric skateboard architecture, these variants feature a powerful 210 kW motor that accelerates the BE 6 from 0-100 km/h in 6.7 seconds and the XEV 9e in 6.8 seconds. A certified range of 683 km (MIDC Part 1 & 2) for the BE 6 and 656 km (MIDC Part 1 & 2) for the XEV 9e ensures exceptional practicality, supported by fast charging capability (20-80% in under 20 minutes with a 175 kW DC charger).

At the heart of these SUVs is MAIA, Mahindra Artificial Intelligence Architecture, capable of performing 50 Trillion operations per second. Powered by the Qualcomm Snapdragon 8295 and featuring 24 GB of RAM and 128 GB of storage, it is the fastest automotive brain in the world. With WiFi 6.0, Bluetooth 5.2, Quectel5G and Over-the-air-updates, it delivers real-time

updates, seamless connectivity, and lightning-fast processing power, ensuring a future-ready driving experience.

Hero Features of Pack Three:

- **Wide Cinemascope in XEV 9e:** An immersive 110.08 cm wide spectacle.
- **Race-Ready Digital Cockpit in BE 6**
- **VisionX:** Augmented-reality Heads Up Display (AR-HUD)
- **Infinity Roof and LightMeUp Ambient Light**
- **Sonic Studio Experience by Mahindra:** 16-speaker Harman Kardon sound system with Dolby Atmos
- **LiveYourMood:** Pre-set themes (Calm, Cozy and Club) with signature sonic tunes curated by AR Rahman, custom driver seat, ambient light & climate control adjustments
- **Multi-Drive Modes:** Range, Everyday, Race & Boost mode
- **ADAS Level 2+ with 5 radars and 1 vision system:** Ability to detect animal, pedestrian, barricades and different types of vehicles
- **EyeDentity:** The Driver and Occupant Monitoring System (DOMS) to track driver fatigue. This also doubles as selfie camera for clicking pictures and for video calls
- **Secure360:** Detects and records surroundings with 360-degree camera and inside with in-cabin camera and stores in the vehicle. It also provides live view via mobile app
- **Autopark:** Features 12 ultrasonic sensors enabling perpendicular, angular & parallel parking along with reverse assist and remote-controlled option

Innovative Finance Scheme

With “Three for Me” Program, the BE 6 Pack Three will be available at a monthly EMI of ₹ 39 224 and the XEV 9E Pack Three will be available at a monthly EMI of ₹ 45 450, similar to the EMI of their respective Pack One variants.

Model	Battery	Ex Showroom Price	Special EMI Scheme
BE 6 Pack Three	79 kWh	₹ 26.9 Lakh*	₹ 39 224 /month ^
XEV 9e Pack Three	79 kWh	₹ 30.5 Lakh*	₹ 45 450 /month ^^

^with a down payment of up to 15.5% and balloon payment of ₹ 4.65 Lakh at the end of 6 years
^^ with a down payment of up to 15.5% and balloon payment of ₹ 4.35 Lakh at the end of 6 years

Availability and Booking

Bookings for BE 6 and XEV 9e Pack Three variants will open on February 14, 2025, with phased test drives commencing on January 14, 2025. Deliveries are expected to begin in early March 2025.

The details of other packs and next phase of bookings will be updated by end of March 2025.

Key Milestones	Dates
Add Your Preference	7 th January 2025
Test Drive Phase 1: 6 Cities	14 th January 2025
Test Drive Phase 2: 15 Cities	24 th January 2025
Test Drive Phase 3: 45 Cities	7 th February 2025
Bookings Open (Pack Three)	14 th February 2025
Delivery	Early March 2025

***Disclaimers:**

- Price does not include charger & installation cost; Billing will be done with either of the two charger options, 7.3 kW or 11.2 kW on chargeable basis.
- Lifetime battery warranty HV battery pack. Valid for first registered owners only and applicable only on private registration. In case of ownership change, warranty on high voltage battery will be 10 years or 200000 km, whichever is earlier from the first ever date of delivery of the vehicle. Full Details will be available at time of booking.

For more information, visit our official website or your nearest Mahindra dealership.

Social Media Addresses for Mahindra Electric Origin SUVs:

- Brand website: <https://www.mahindraelectricssuv.com/>
- Instagram: @mahindraelectricssuvs
- Twitter (X): @mahindraeSUVs
- YouTube: @mahindraelectricssuvs
- Facebook: @mahindraelectricoriginsuvs
- Hashtags: #UnlimitLove #XEV9e #BE6 #MahindraElectricOriginSUVs

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility SUVs, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/
For updates subscribe to <https://www.mahindra.com/news-room>.

Media contact information

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Mahindra Democratises Premium EV Technology, Announces Top Variant Prices of BE 6 and XEV 9e

BE 6 Pack 3	
<p>Performance</p> <ul style="list-style-type: none"> ○ 79 kWh & 59 kWh Battery Pack options ○ Superfast Charging Capability: 20 to 80% in just 20 min with 175 kW DC Charger ○ Best-in-class Power of 210 kW with 79 kWh battery pack ○ Intelligent Adaptive Suspension ○ iLink Front Suspension & 5-Link Rear Suspension ○ MTV-CL technology ○ Adaptive Cruise Control ○ Multiple Driving Modes with Boost Mode ○ One-touch Single Pedal Drive ○ SonicSuite with Virtual Engine Sounds ○ Low Rolling Resistance Tyres ○ Silent Tyres with NVH Reduction <p>Design</p> <ul style="list-style-type: none"> ○ Signature C-shaped LED DRLs & Tail lamps ○ Start-up Lighting Sequence ○ Sequential Turn Indicators ○ Centre Animation Tail Lamp ○ R19 & Optional R20 Alloy Wheels ○ Infinity Roof with dynamic lights ○ LightMeUp - Ambient lighting with 16 Million colours ○ Leatherette Seat Upholstery ○ Leatherette Steering Wheel ○ Night Trail - Carpet Lamps ○ CapTouch Switches on Console & Steering Wheel ○ Soft Wrapped Interiors ○ Illuminated Logo ○ Parcel shelf <p>Safety</p> <ul style="list-style-type: none"> ○ VisionX – AR HUD ○ L2+ ADAS with 5 Radars & 1 Vision Camera <ul style="list-style-type: none"> ● Driver Initiated Auto Lane Change ● Lane centring & emergency steering assist ● Blind Spot Detection ● Front & Rear Cross Traffic Alert ○ Eyedentity – DOMS ○ 7 Airbags ○ 360 degree Camera ○ Blind View Monitor ○ Secure 360 – Live view & recording ○ Intelligent Electronic Brake Booster ○ Electronic Parking Brake ○ Front Fog Lamps ○ Cornering Lamps ○ Auto Booster Lamps ○ TPMS 	<p>Comfort & Convenience</p> <ul style="list-style-type: none"> ○ 6 way Adjustable Powered Driver Seat + 2 way Adjustable Manual Lumbar ○ Ventilated Front Row Seats ○ BYOD – Mounting Provision on Seats ○ 60:40 Split in 2nd Row Seats with 2-Step Recline ○ Electrically Deployed Flush Door Handles ○ Auto Fold ORVMs ○ ORVM Auto Tilt on Reverse ○ Passive Keyless Entry (PKE) ○ Push Button Start ○ Power Operated Tailgate (with Gesture Control) ○ Dual Zone Auto-Climate Control with Rear AC Vents ○ Smart climate control - PawPal (Pet mode) & CampMe (Camp mode) ○ Acoustic laminated door glass ○ Spacious Frunk (45 L) & Trunk (455 L) ○ Auto Dimming IRVM ○ Auto Headlamps ○ Rain Sensing Smart Wipers ○ Tilt & Telescopic Steering ○ Cooled Console Storage <p>Technology</p> <ul style="list-style-type: none"> ○ Qualcomm 8295 Snapdragon Chipset with 24 GB RAM & 128 GB Storage ○ Autopark ○ Sonic Studio by Mahindra: 16 Speaker Harman/Kardon Audio with Dolby Atmos ○ Video Calling ○ Wireless Charging (Dual) ○ Wireless Android Auto & Apple CarPlay ○ Superfast 5G Connectivity ○ 60+ entertainment & work apps (OTT movies, games, social, shopping, audio) ○ BYOD In-Car experience ○ VR LED Air Filtration ○ Auto Defogger for Windshield ○ 65 W Type C Fast Charging Ports

XEV 9e Pack 3	
<p>Performance</p> <ul style="list-style-type: none"> ○ 79 kWh & 59 kWh Battery Pack options ○ Superfast Charging Capability: 20 to 80% in just 20 min with 175 kW DC Charger ○ Best-in-class Power of 210 kW with 79 kWh battery pack ○ Intelligent Adaptive Suspension ○ iLink Front Suspension & 5-Link Rear Suspension ○ MTV-CL technology ○ Adaptive Cruise Control ○ Multiple Driving Modes with Boost Mode ○ One-touch Single Pedal Drive ○ SonicSuite with Virtual Engine Sounds ○ Low Rolling Resistance Tyres ○ Silent Tyres with NVH Reduction <p>Design</p> <ul style="list-style-type: none"> ○ Bi-LED Headlamps & LED Tail lamps ○ LED DRLs with Centre Signature Lamp ○ R19 & Optional R20 Alloy Wheels ○ Infinity Roof with dynamic lights ○ LightMeUp - Ambient lighting with 16 Million colours ○ Soft Wrapped Interior Trims ○ Night Trail - Carpet Lamps ○ CapTouch Switches on Console & Steering Wheel ○ Leatherette Seat Upholstery ○ Leatherette Steering Wheel ○ Sequential Turn Indicators ○ Start-up Lighting Sequence ○ Illuminated Logo <p>Safety</p> <ul style="list-style-type: none"> ○ VisionX – AR HUD ○ L2+ ADAS with 5 Radars & 1 Vision Camera <ul style="list-style-type: none"> ● Driver Initiated Auto Lane Change ● Lane centring & emergency steering assist ● Blind Spot Detection ● Front & Rear Cross Traffic Alert ○ Eyedentity – DOMS ○ 7 Airbags ○ 360 degree Camera ○ Blind View Monitor ○ Secure 360 – Live view & recording ○ Intelligent Electronic Brake Booster ○ Electronic Parking Brake ○ Front Fog Lamps ○ Cornering Lamps ○ Auto Booster Lamps ○ TPMS 	<p>Comfort & Convenience</p> <ul style="list-style-type: none"> ○ 6 way Adjustable Powered Driver Seat + 2 way ○ Adjustable Manual Lumbar ○ Ventilated Front Row Seats ○ BYOD – Mounting Provision on Seats ○ 60:40 Split in 2nd Row Seats with Multi-step Recline ○ Electrically Deployed Flush Door Handles ○ Auto Fold ORVMs ○ ORVM Auto Tilt on Reverse ○ Passive Keyless Entry (PKE) ○ Push Button Start ○ Power Operated Tailgate (with Gesture Control) ○ Dual Zone Auto-Climate Control with Rear AC Vents ○ Smart climate control - PawPal (Pet mode) & CampMe (Camp mode) ○ Acoustic laminated door glass ○ Spacious Frunk (150 L) & Trunk (663 L) ○ Auto Dimming IRVM ○ Auto Headlamps ○ Rain Sensing Smart Wipers ○ Tilt & Telescopic Steering ○ Co-driver Ergo lever ○ Tonneau cover ○ Cooled Console Storage <p>Technology</p> <ul style="list-style-type: none"> ○ Qualcomm 8295 Snapdragon Chipset with 24 GB RAM & 128 GB Storage ○ Coast-to-Coast Triple Super Screens ○ Autopark – Including via Key & Mobile ○ Sonic Studio by Mahindra: 16 Speaker Harman/Kardon Audio with Dolby Atmos ○ Video Calling ○ Wireless Charging (Front & Rear) ○ Wireless Android Auto & Apple CarPlay ○ Superfast 5G Connectivity ○ 60+ entertainment & work apps (OTT movies, games, social, shopping, audio) ○ BYOD In-Car experience ○ VR LED Air Filtration ○ Auto Defogger for Windshield ○ 65 W Type C Fast Charging Ports
