

Mahindra further delights customers; introduces two highly desired variants of XUV700

Auto

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- Announces the availability of the following new variants in **XUV700 AX7 Luxury Diesel**:
 1. **Manual Transmission**
 2. **Automatic Transmission with AWD**
- Rapidly responds to the customers' requests just days ahead of the booking commencement.

Mumbai, October 5, 2021: Taking forward the company's promise of customer-centricity Mahindra & Mahindra Ltd. today addressed the customers' requests and announced the addition of two new variants to XUV700. All the prices (details of the newly added variants included below) will be applicable for the first **25,000 bookings**. Bookings will commence from **October 7, 10 am onwards**.

| | Fuel Type | Price |
|---|------------------|------------------------|
| AX7 Luxury – MT (7-Seater) | Diesel | INR 19.99 lakh |
| AX7 Luxury – AT + AWD (7-Seater) | Diesel | INR 22 .89 lakh |

More about AX7 Luxury

AX7 variant will be available with an optional luxury pack. In addition to the standard AX7 features, the luxury pack will include features like immersive 3D sound by Sony, electrically deployed smart door handles, 360o surround view, blind view monitoring, electronic park brake, driver knee airbag, passive keyless entry, continuous digital video recording and wireless charging.

Mahindra has launched an industry-first '**Add to cart**' functionality on its website www.auto.mahindra.com/suv/XUV700/ for the XUV700. It allows customers to save variant configurations, including fuel type, seating capacity, colour and dealer preference, ahead of the booking commencement. Upon the completion of the booking, any further modifications made by the buyer to the variant will be treated as a fresh booking.

Deliveries of the petrol variants will precede deliveries of the diesel variants. An official announcement regarding the date for the start of deliveries will be made by October 10.

- Brand website: <https://auto.mahindra.com/suv/xuv700/>
- Facebook: @mahindraxuv700
- Twitter: @MahindraXUV700
- Instagram: @mahindraxuv700
- YouTube: Mahindra XUV700
- Hashtags:
 - #XUV700
 - #HelloXUV700
 - #MahindraXUV700

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, 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

Ankita Upadhyay

Sr. Manager – Communications

Mahindra & Mahindra Ltd.

Email – upadhyay.ankita@mahindra.com

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