

Mahindra unveils its All-New Visual Identity Crafted Exclusively for the SUV Portfolio

Auto

Author : mahindraadmin Category : Auto Published : 8/9/2021

- *The new XUV700 will be the first vehicle to wear the Twin Peaks logo, followed by other SUV products in a phased manner. It represents a dynamic new Mahindra.*
- *New visual identity will be seen across 823 cities by 2022.*

Mumbai, August 9, 2021: Mahindra & Mahindra Ltd. today unveiled its new visual identity including a brand-new logo that will differentiate its SUV portfolio. The all-new visual identity is in tune with the company's focus to be makers of sophisticated and authentic SUVs. The new identity will be communicated through a digital (watch the [brand film here](#)) and television campaign. Acclaimed actor Naseeruddin Shah and celebrated music composers Ehsaan-Loy have breathed life into this campaign, by lending their powerful voice and soul-stirring music to the brand film.

The complete brand identity was designed by the Mahindra Design Team and embodies the willingness to change to suit a new world order.

Speaking about the visual identity, **Rajesh Jejurikar, Executive Director, Auto & Farm Sector, M&M Ltd.**, said, "An important facet of leading change is articulating the transformation of our brand. Our new visual identity is a manifestation of what we stand for as we build a truly differentiated and authentic SUV brand for personal exploration and

adventure. This new visual identity is designed to evoke the powerful emotion of freedom.”

Inspired by the brand statement ‘Explore the Impossible’, the new logo reflects the ambition and the ability to take new challenges, head on. The new visual identity will be seen throughout the SUV product portfolio, across 1300 customer (Sales) and service touchpoints and 823 cities by 2022. The ‘Road Ahead’ logo will be retained for the Commercial Vehicle products and the Farm Equipment Sector.

Highlighting the roadmap for the visual identity implementation, Veejay Nakra, CEO, Automotive Division, M&M Ltd. said, “It’s not only a new logo but a representation of the rejuvenated spirit at Mahindra. What better platform than the new XUV700 to showcase it to the world. The visual overhaul of our identity will be carried in a phased manner across our SUV nameplates, and across virtual and physical touch-points where our customers interact with us.”

Pratap Bose, EVP and Chief Design Officer, M&M Ltd. said, “The idea behind visual identity change is to express that liberating feeling, that you can go where you want, when you want – in complete style, control and security, taking your world with you. It brings a fresh dynamism as an exciting new era unfolds. The 2M’s within the logo symbolise an expansive and exciting future which is based on a solid heritage.”

Visual Identity Elements and the New Logo

The new visual identity heralds the strategic shift across Mahindra’s SUV portfolio, where we are putting the building blocks in place for a new world with a range of authentic SUVs.

With this transition, the passenger vehicle Mahindra Automotive dealerships will move to a completely new design and color palette dominated by colors

that exude boldness, agility, and collaboration. Charcoal as the primary colour with grey and red to be used as accents.

Marrying subtle sections and hard forms in the new visual identity, two extremes have come together showing how toughest substances like rocks are smoothed and shaped by softer forces of nature like wind and water. Mahindra too has evolved over seven decades in its own inimitable way and continues to build desirable vehicles that empower to explore the impossible.

The Brand Film

The new visual identity film has been conceptualised keeping the core brand thought in mind - Explore the Impossible. The film reveals the new identity of Mahindra in multiple terrains that remain unexplored and can be accessed by a sophisticated and authentic SUV. The film carries stunning visuals which are brought to life in the voice of Naseeruddin Shah as he narrates Mahindra's focus on building authentic and sophisticated SUVs delivering unexplored experiences. Further, Ehsaan-Loy have created a unique soundtrack to enhance the visuals while also showcasing the brand's futuristic mindset (more about the music [here](#)).

Narration by: Naseeruddin Shah

Music: Ehsaan-Loy

Creative Agency: The Womb - Kawal Shoor, Navin Talreja, Suyash Khabya, Gunjan Gaba, Heval Patel, Omkar Kulkarni

Director: Sachin Kotre

Production House: Colage Communication

Producer: Jhelum Ratna

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.

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