

REF: NS: SEC:
14th August, 2024**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.**Bourse de Luxembourg**
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
B.P. 165, L-2011 Luxembourg.**London Stock Exchange Plc**
10 Paternoster Square
London EC4M 7LS.**Sub: First Showcase of 'THE' SUV: Mahindra Thar ROXX on the Eve of India's 78th Independence Day; Prices start at ₹ 12.99 Lakh**

Please find enclosed a Press Note issued by the Company on the captioned subject.

The details as required under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July, 2023 are given below:

Sr. No.	Details of Events that need to be provided	Information of Such Event(s)
a)	Name of the Product;	Thar ROXX
b)	Date of Launch;	14 th August, 2024
c)	Category of the product	SUV
d)	Whether caters to domestic/international market;	Domestic
e)	Name of the countries in which the product is launched (in case of international)	NA
f)	Product Investment	Rs. 1,000 crores

Live Feed/ Digital Feeds of the Product Launch Event would be available on 15th August, 2024 from 11 a.m. onwards at the following link:

- Twitter : https://twitter.com/Mahindra_Thar
- Instagram: <https://www.instagram.com/mahindrathar>
- Facebook: <https://www.facebook.com/MahindraThar>

Further, the Recording of the Event would be available from 11 a.m. on the Company's website and can be accessed at the following link: <https://www.mahindra.com/investors/reports-and-filings> under 'Events update' and 2024-25 year drop down.The Presentation and Pictures of the Vehicles would be available at the following link:
https://drive.google.com/drive/folders/1jRUK4e3nr1082hQsv8TCOA8d7s7R6x1Y?usp=drive_link

You are requested to kindly note the same.

Yours faithfully,
For **MAHINDRA & MAHINDRA LIMITED****NARAYAN SHANKAR**
COMPANY SECRETARY
Encl.: a/a



PRESS NOTE

First Showcase of 'THE' SUV: Mahindra Thar ROXX on the Eve of India's 78th Independence Day

Petrol Variants from ₹ 12.99 Lakh | Diesel Variants from ₹ 13.99 Lakh

Kochi, August 14, 2024: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, has unveiled the All-New Thar ROXX at a high-octane rock concert in Kochi, marking the eve of India's 78th Independence Day, starting at a price of ₹ 12.99 Lakh.

The Thar ROXX promises to redefine the SUV experience, offering an unmatched combination of luxury, performance, and cutting-edge technology. Built on an All-New platform, the Thar ROXX offers a seamless blend of refined ride quality, precise handling, world-class NVH (Noise, Vibration, and Harshness), and sophisticated driving experience. It offers exemplary on-road performance while staying true to its legendary off-road prowess. The Thar ROXX prioritises safety and security with over 35 standard safety features.

Advanced features on the Thar ROXX include twin HD screens – a touchscreen infotainment system and digital instrument cluster. Also offering Harman Kardon branded audio, the Thar ROXX offers an immersive sound experience. It also boasts a panoramic Skyroof™ and luxurious Soft touch leatherette dashboard and door trims.

Thar ROXX is for those with a rockstar personality and a no-compromise attitude – it's an SUV that matches their larger-than-life persona. It is built for those who demand the best in every aspect of their life and is designed to be 'THE' SUV in every sense.

Stay tuned for the official launch tomorrow on India's 78th Independence Day, and get to know why the Thar ROXX is 'THE' SUV.

Starting price for MX1 Petrol is 12.99 Lakh and for Diesel is 13.99 Lakh.

Key Features as below:

**THAR ROXX MX1:
Base, But Not Basic!**

- Iconic Thar Silhouette
- Dual-Tone Metal Top
- LED Projector Headlamps
- LED Tail Lamps
- R18 Steel Wheels
- Touchscreen Infotainment (26.03 cm)
- Push Button Start
- 60:40 split rear seat
- Rear AC vents, USB-C Port
- Electric Power Steering
- 3 Point seatbelt for all passengers
- Driver Seat Height Adjust
- Penta Link Suspension with Watt's Link
- 6 Airbags standard
- Electronic Stability Control (ESC)
- Brake Locking Differential
- Premium Embossed Fabric Upholstery

• Gasoline MT: Power 119 kW; Torque : 330 NM
• Diesel MT: Power 111.9 kW; Torque : 330 NM



Social Media Addresses for Thar ROXX:

- Brand website: <https://auto.mahindra.com/thar-ROXX.html>
- Instagram: @mahindrathar
- Facebook: @mahindrathar
- Twitter: @Mahindra_Thar
- YouTube: @TharMahindra
- Hashtags: #TharROXX #THESUV #ExploreTheImpossible

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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