

REF:NS:SEC:
15th 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: Updated Press Release and Presentation - Launch of 'Thar ROXX'

This is further to our letter bearing REF:NS:SEC dated 14th August, 2024 wherein we had given you intimation of the **Launch of 'Thar ROXX'** along with the Web Links where Live/Digital Feeds of the Product Launch Event would be available.

In this connection, please find attached a Presentation which was made at the Launch Event alongwith an Updated Press Release giving details of Pricing of all the Variants of the Product being launched.

The aforesaid Presentation would also be available on the website of the Company at <https://www.mahindra.com/investors/reports-and-filings> under 'Events update'.

Yours faithfully,
For **MAHINDRA & MAHINDRA LIMITED**

NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: a/a



PRESS RELEASE

Mahindra Launches 'THE' SUV: Thar ROXX

- **Turn Heads**
 - A distinctive silhouette, a powerful long hood with short overhangs for exceptional approach and departure angles, make it a timeless, iconic design.
 - Majestic on-road presence with an unmissable styling making it 'THE' SUV.
- **Don't Just Ride, Glide**
 - **Introducing Mahindra's All-New M_GLYDE Platform:** Engineered for a smooth ride and precise handling, ensuring class-leading dynamics on and off the road.
 - **Refined Drive:** Features WATT's Link suspension, advanced shock absorbers, and First-in-Segment Hydraulic Rebound Stopper (HRS) for a controlled, responsive experience.
 - **World-Class NVH:** Designed to deliver world-class NVH levels for a premium and quiet in-vehicle experience.
- **Power On**
 - **Dynamic Engine Options:** G20 TGDI mStallion and D22 mHawk producing Max. Torque of 380 Nm and 370 Nm respectively.
 - **Refined Transmission:** Available with 6-speed manual and 6-speed AISIN torque converter automatic transmission for versatile driving
 - **Advanced Safety:** 35+ standard safety features, Level 2 ADAS, comprehensive ESP package, engineered to meet highest B-NCAP safety rating
- **Get Off The Tar**
 - **India's First Crawl Smart Assist and IntelliTurn:** Conquers tough terrains and tight turns with ease for superior off-road maneuverability.
 - **Technological Advancements:** Gen II Adventure statistics display, Compass, Roll & Pitch Altimeter along with Drive modes (Zip & Zoom), 4XPLORE Terrain Modes (Snow, Sand & Mud)
- **Rock The Luxe Life**
 - **Luxurious Space:** Offering best-in-class cabin roominess, wheelbase of 2850 mm, huge and a versatile boot space of 644 litre.
 - **Expansive Panoramic Skyroof™:** Provides a wide open-air view, enhancing the sense of space in every drive.
 - **Uninterrupted Excitement:** The Harman Kardon 9-speaker system with QuantumLogic, Twin HD screens: 26.03 cm infotainment and 26.03 cm full digital cluster and class-leading 80+ features with Adrenox, Ventilated and Powered Seats, 360 degree surround view system with blind view monitoring

Kochi, August 15, 2024: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, proudly presents Thar ROXX – 'THE' SUV, a category disruptor set to break norms and redefine the SUV landscape in the country. With a starting price of ₹ 12.99 Lakh, the Thar ROXX embodies the Mahindra boldness and unconventional spirit. Designed and engineered to turn heads and deliver a refined drive and powerful yet safe performance, the Thar ROXX conquers all terrains while offering an array of luxurious features.

Built on Mahindra's All-New M_GLYDE platform, the Thar ROXX delivers an exceptionally smooth ride with crisp handling and class leading dynamics. It effortlessly blends Thar's outdoor DNA with modern sophistication, offering a premium SUV experience that caters to those who demand the finest in every aspect of their lives.



The Thar ROXX has been rigorously tested in extreme conditions across diverse terrains and altitudes, including the scorching sand dunes of the Thar desert at +50°C, the high altitudes of Umling La, tricky muddy surfaces in Coorg and the freezing cold of -20°C in Kaza. This extensive testing guarantees that the Thar ROXX is a robust and reliable choice for the Global Indian – people who are Indian at heart but have a global mindset.

Mr. Veejay Nakra, President – Automotive Division, Mahindra & Mahindra Ltd., said, *“The Thar brand has always been a cultural phenomenon, symbolizing freedom and a strong sense of community. Building on this legacy, the Thar ROXX is ‘THE’ SUV, seamlessly combining head-turning design, a refined drive, powerful performance, superior off-roading capability, ultimate safety, luxurious space, and advanced technology. With Thar ROXX, we’re not just elevating the SUV experience—we’re setting our sights on making the Thar brand the No. 1 SUV (>12.5 Lakh segment) by volume within the next 3 to 5 years.”*

R Velusamy, President, Automotive Technology and Product Development, Mahindra & Mahindra Ltd., said, *“Thar ROXX represents a new era of refined body-on-frame SUVs, built on our all-new M_GLYDE platform. This cutting-edge platform, enables us to deliver the best of both worlds – blending refined urban sophistication typically found in monocoque SUVs like the XUV700 with unparalleled, tech-enabled off-road capabilities. With standout features such as a panoramic Skyroof™, advanced Level 2 ADAS, and Harman Kardon branded audio, the Thar ROXX redefines the ownership experience, setting new benchmarks in luxury and safety.”*

Bookings for the Thar ROXX will open online and at Mahindra dealerships from Oct 03, 2024, and Test Drives will start from Sept 14, 2024. Deliveries will commence this dussehra, ensuring customers can enjoy their new Mahindra SUV as soon as possible.

Designed at the Mahindra India Design Studio (MIDS) in Mumbai, engineered at the Mahindra Research Valley (MRV) near Chennai, and developed and tested at the Mahindra SUV Proving Track (MSPT), the Thar ROXX is built at Mahindra's advanced facility in Nashik. This SUV embodies the expertise and innovation of Mahindra’s global design and engineering teams.

Thar ROXX Variant-wise Pricing in Lakh (Ex-Showroom)

Variant	G20		D22		D22	
	MT	AT	MT	AT	MT	AT
	RWD	RWD	RWD	RWD	4WD	4WD
MX1	₹ 12.99		₹ 13.99			
MX3		₹ 14.99	₹ 15.99	₹ 17.49		
AX3L			₹ 16.99			
MX5	₹ 16.49	₹ 17.99	₹ 16.99	₹ 18.49	#	
AX5L				₹ 18.99		#
AX7L		₹ 19.99	₹ 18.99	₹ 20.49	#	#

#: To be announced at a later date

Annexure 1

More about the Thar ROXX

Turn Heads

The Thar ROXX's majestic on road presence draws inspiration from the great outdoors to create a vehicle that truly impresses.

- The design features a bold front grille paired with **Bi-LED projector headlamps and C-shaped DRLs**, ensuring superior visibility in all conditions.
- Its classic silhouette, characterised by a **long hood, upright cabin, and short overhangs for exceptional approach and departure angles**, upholds the iconic Thar design, marrying timeless aesthetics with modern execution.
- Angular wheel arches, rugged cladding, and **R19 alloy wheels with 255/60 All Terrain tyres** highlight the robust road presence.
- Signature **side-hinged split rear tailgate** with an externally-mounted spare wheel enhances practicality while maintaining a rugged appeal.
- The interior boasts an **ivory ambiance with leatherette trims and soft-touch materials**; the leather-wrapped dashboard, complemented by **piano black and metallic finishes** and ambient footwell lighting.
- Durable design elements, including low-gloss treatments on AC vents, sturdy dashboard sections, and a leather-wrapped steering wheel and gear lever.
- Available in a palette of seven striking colors—**Deep Forest, Everest White, Tango Red, Battleship Grey, Nebula Blue, Burnt Sienna, and Stealth Black**

Don't Just Ride, Glide

Marrying on-road elegance with exceptional off-road prowess, the Thar ROXX is engineered for refined drive across terrains.

- **Built on Mahindra's all-new M_GLYDE platform**, the Thar ROXX offers a refined ride and precise handling, delivering class-leading dynamics.
- Features **WATT's Link suspension, advanced shock absorbers with MTV-CL and Frequency Dependent Damping (FDD) technology**, and a **first-in-category Hydraulic Rebound Stopper (HRS)** to enhance ride quality.
- A **flat floor design** in the second row ensures increased comfort for all passengers.
- Meticulous engineering **achieves world-class NVH** (Noise, Vibration, and Harshness) levels, ensuring a quiet and refined driving experience.

Power On

Experience unmatched performance and power with the Thar ROXX on every journey.

- Dynamic engine options include the G20 TGDI mStallion and D22 mHawk engines, delivering **best-in-class torque of 380 Nm and 370 Nm respectively** for strong, reliable performance.
- Versatile transmission choices encompass a 6-speed manual and a 6-speed AISIN torque converter automatic, ensuring seamless shifts and impressive acceleration.

Specification	Petrol Engine – All-New 2.0 L mStallion TGD _i	Diesel Engine 2.2 L mHawk
Max Power	130 kW @ 5000 r/min	128.6 kW @ 3500 r/min
Max Torque	380 Nm @ 1750-3000 r/min	370 Nm @ 1500-3000 r/min
Transmission	6-Speed Manual/Automatic (Aisin)	6-Speed Manual/Automatic (Aisin)

Advanced Safety

- Engineered to achieve the **highest B-NCAP safety rating**, Thar ROXX offers best-in-class crash performance.
- Comes standard with **6 airbags, 3-point seat belts and seat-belt reminder for all seats along with passenger airbag on/off for child safety, ISO-FIX child seats with top-tether**, among others, providing comprehensive protection for all occupants.
- **L2 ADAS (1R1V) suite with 10 features including Automatic Emergency Braking (AEB)**, 360-degree surround view system with blind view monitor, adaptive cruise control which adds to the safety, comfort and convenience.
- The **Tyre Pressure Monitoring System (TPMS)** and **Tyre Direction Monitoring System (TDMS)** add an extra layer of safety.
- Equipped with **Electronic Stability Program (ESP) 9.3 system** with BLD (Brake locking differential).
- The dynamic safety functions **Vehicle Dynamics Control (VDC)**, **Traction Control System (TCS)** and **Roll Over Mitigation (ROM)** further builds confidence.

Get Off The Tar

Designed to dominate the toughest terrains, the Thar ROXX stands as a true off-road legend.

- The **4Xplor System** provides superior traction through **Electronic Locking Differentials**, making challenging terrains feel effortless.
- **India's first Crawl Smart Assist** which offers precise low-speed control **combined with IntelliTurn** that enables effortless tight turns, enhancing maneuverability in challenging environments
- Boasting best-in-class approach, departure, and ramp-over angles, along with a **650 mm water-wading depth**, the Thar ROXX is prepared for any adventure.
- **Gen II Adventure statistics display**, Compass, Roll & Pitch Altimeter along with Drive modes (Zip & Zoom).
- Terrain Modes (4x4) – 4XPLORE (Snow, Sand & Mud) and Terrain Assist (RWD) – XPLORE (Snow, Sand & Mud) further adds to the the legendary capability.

Approach Angle	Departure Angle	Ramp Angle	Over	Water Wading Depth (mm)
41.7°	36.1°	23.9°		650



Rock The Luxe Life

Seamlessly blending luxury with advanced technology, the Thar ROXX offers a premium driving experience.

- The interior features an **ivory ambiance, leatherette trims, and soft-touch materials** that exude sophistication. The **leather-wrapped dashboard**, enhanced by contrast stitching, piano black, and metallic finishes, adds a touch of elegance and durability.
- **Ventilated front seats** ensure comfort in all weather conditions, while the ergonomically designed seating layout provides excellent support for both the driver and passenger.
- **Ambient lighting** in the footwell throughout the cabin creates a relaxed atmosphere.
- Practical storage options, including large door pockets, center console storage, and cup holders, ensure that every journey is comfortable and clutter-free
- With the **largest boot space in its segment** of 644 litres upto roof, the Thar ROXX ensures that you have ample room to carry all your gear, whether for a weekend getaway or an extended adventure
- An expansive **Panoramic Skyroof™** provides a stunning open-air experience, enhancing the sense of space and connection with the surroundings.
- **Twin 26.03 cm HD screens**, comprising a digital instrument cluster and an infotainment system, keep drivers connected and informed at all times.
- **Harman Kardon 9-speaker system with QuantumLogic surround**, Bass enhancer, and a 6-mode audio settings amplifier delivers an exceptional in-cabin audio experience.
- **Adrenox connectivity with 80+ features**, including Alexa integration and wireless Android Auto & Apple CarPlay, ensures seamless connectivity and convenience.
- **Wireless CarPlay & Android Auto, Wireless charging and 65W USB-C charging point** allows effortless connectivity.

Overall Length	Overall Width	Overall Height	Wheelbase	Couple Distance	Headroom (1 st row)	Headroom (2 nd row)	Leg Room 1 st row	Leg Room 2 nd row	Hip room 1 st row	Hip room 2 nd row
4428	1870	1923	2850	823	1060*	1032*	1047	930	1354	1343

*Metal Roof; All masuremnts in mm.

Annexure 2

Variants and top features

MX1	MX3	MX5	AX7L
<ul style="list-style-type: none"> • LED Projectors Headlamps • LED Tail Lamps • R18 Steel Wheels • 6 Airbags • Electronic Stability Program (ESP) with BLD (Brake locking differential) • Seat belt reminder for all passengers • 3-points seat belt for all passengers • Touchscreen Infotainment (26.03 cm) • Push Button Start • Electric Power Steering • Engine Start/Stop • Steering Mounted Controls • Tyre Direction Monitoring System • Watt's Link Suspension • FDD (Frequency Dependent Damping) • 60:40 split rear seat • Rear AC vents • Premium Embossed Fabric Upholstery • Front Sliding armrest • Driver Seat Height Adjust • Analogue Dials with MID cluster • 4 speakers • Power window: Front & Rear • 12 V socket • Rear USB-C Port • Remote central locking • Height Adjustable Seat Belts Front • A & B Pillar Entry Assist Handle • Luggage net hooks in boot space • Sunglass Holder • LED turn indicator on fender • Lead me, Follow me Home function in Headlamps 	<ul style="list-style-type: none"> • In addition to features of MX1 • 26.03 cm (10.25") HD Infotainment • Wireless Android Auto & Wired Apple Car Play • Gen II Adventure statistics • Drive Modes : Zip, Zoom • Selectable Terrain Modes : Snow , Sand, Mud • Cruise Control • Auto Dimming IRVM • Wireless Charger • Reverse Camera • Rear wiper & wash • Electric adjust ORVM • Rear armrest with cup holder • Front USB Port - 2 Nos. (C type 15W + A type Data port) • Rear defogger • Driver Power Window One Touch Up/Down • Spare wheel cover 	<p><i>In addition to features of MX3</i></p> <ul style="list-style-type: none"> • Single Pane Sunroof • R18 Diamond Cut Alloy Wheels • ELD-Electric Locking Differential (Only 4x4 Variants) • Acoustic Windshield Lamps • LED Daytime Running Lamps • Footwell Lighting • Tyre pressure monitoring system • Leatherette Seats • Leather Wrapped steering • Auto headlamp • Auto wiper • Front Park Sensors • 2 Tweeters 	<p><i>In addition to features of MX5</i></p> <ul style="list-style-type: none"> • Panoramic Sunroof • R19 Diamond Cut Alloy Wheels • Level 2 ADAS • Twin HD 26.03 cm Infotainment & 26.03 cm Digital Cluster screen • Harman Kardon (TM) Quantum Logic premium audio -9 Speaker system • Adrenox Connect with built-in Alexa • Leatherette Wrap on Door Trims + IP • 6 Way Powered driver seat • Front Ventilated Seats • Surround view camera with Blind view monitor • Power fold ORVM • Electric Park Brake with Auto Hold • CrawlSmart (Only 4x4 AT variants) • Intelliturn (Only 4x4 AT variants) • Wireless Android Auto & Wireless Apple Car Play • Front Camera • Fully Automatic Temperature Control • Cooled Glove box • Front USB Port - 2 Nos. (C type 65W + A type Data port)
		<p>AX3L</p> <p><i>In addition to features of MX3</i></p> <ul style="list-style-type: none"> • Level 2 ADAS • Electric Park Brake with Auto Hold • Twin HD 26.03 cm Infotainment & 26.03 cm Digital Cluster screen • Adrenox Connect with built-in Alexa • DTS sound staging • Wireless Android Auto & Wireless Apple Car Play • Fully Automatic Temperature Control • Front USB Port - 2 Nos. (C type 65W + A type Data port) • Acoustic Windshield • Auto headlamp • Auto wiper 	<p>AX5L</p> <p><i>In addition to features of MX5</i></p> <ul style="list-style-type: none"> • Level 2 ADAS • Electric Park Brake with Auto Hold • Twin HD 26.03 cm Infotainment & 26.03 cm Digital Cluster screen • Adrenox Connect with built-in Alexa • DTS sound staging • CrawlSmart (Only 4x4 AT variants) • Intelliturn (Only 4x4 AT variants) • Wireless Android Auto & Wireless Apple Car Play • Fully Automatic Temperature Control • Front USB Port - 2 Nos. (C type 65W + A type Data port)



S P O R T
U T I L I T Y
V E H I C L E S

mahindra ^{Rise}

- | | | | |
|--|--|--|--|
| <ul style="list-style-type: none">• Side Footstep• ISOFIX | | | |
|--|--|--|--|

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>.

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THAR
R O X X

'THE' SUV

OPPORTUNITY MAPPING



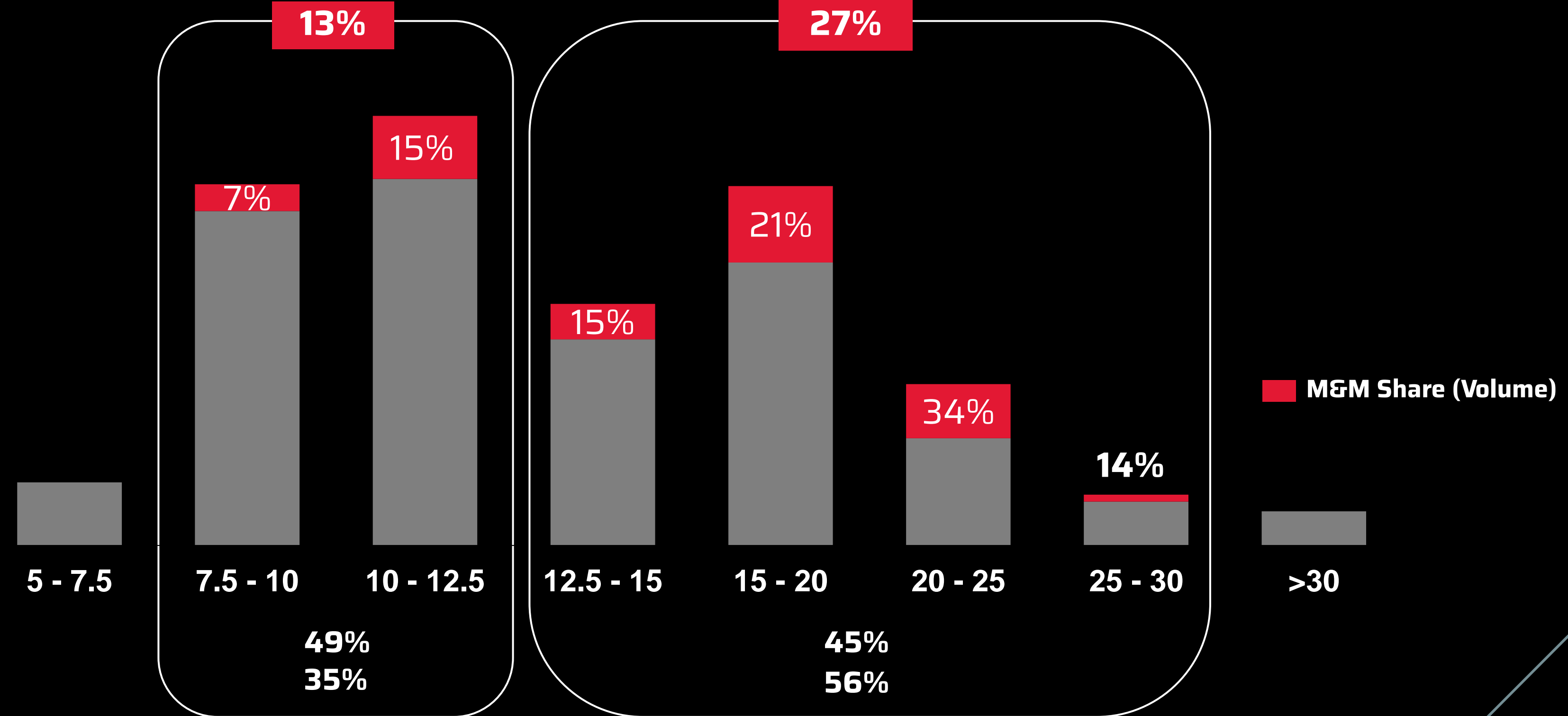
Recap

SUV Industry Volume Distribution across Price Segments

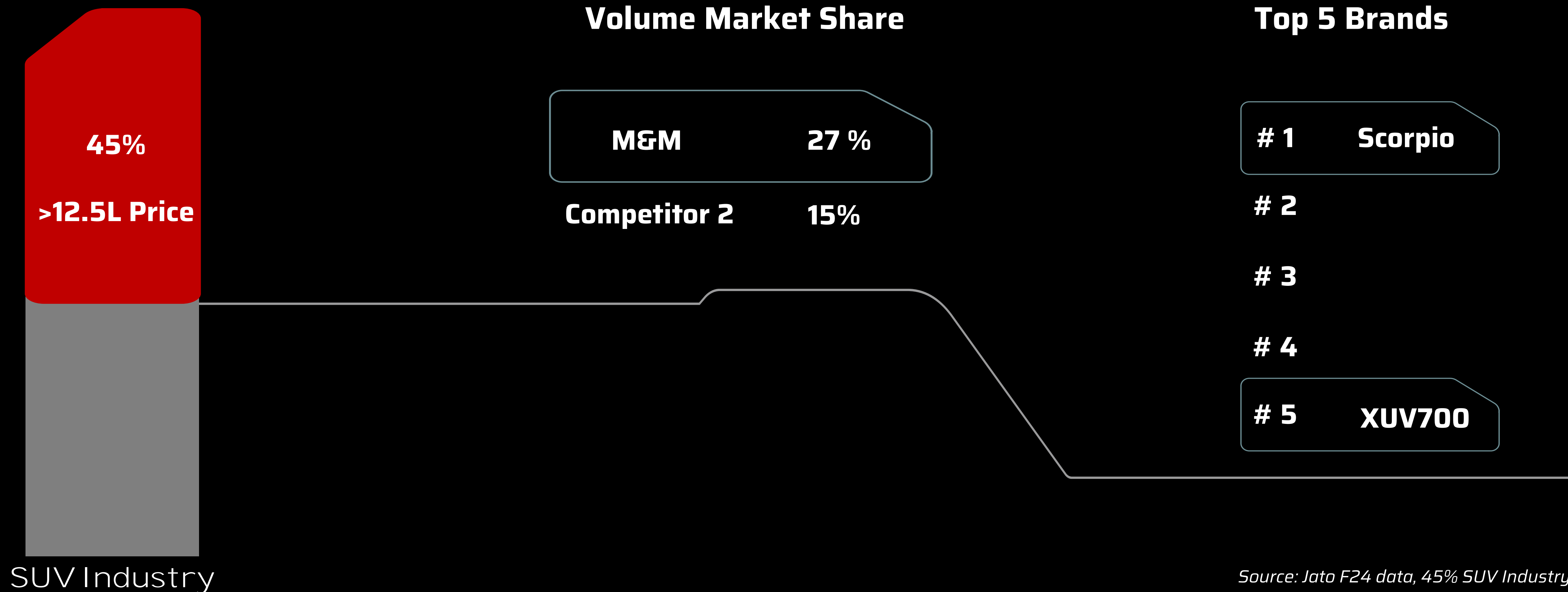
Ex Showroom Price (lacs)

SUV Industry Volume %

SUV Industry Revenue %



>12.5L SUV Price Segment



THE OPPORTUNITY FOR 'THE' SUV

1 SUV Brand*
in >12.5L Price
Segment
in next 3-5 years

** #1 SUV Brand by Volume; >12.5 L Ex Showroom Price Segment of SUVs (defined as per Jato)*

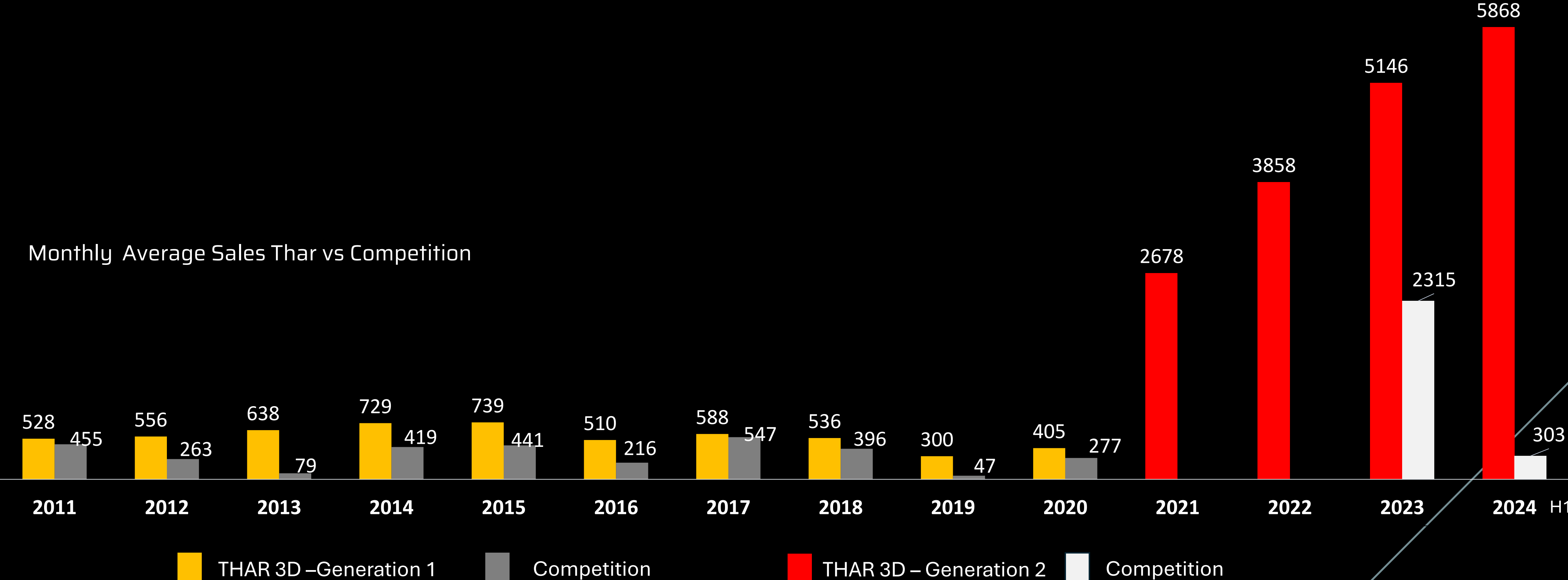


THAR HAS CREATED AN UNCONTESTED MARKET SEGMENT

Thar 3D - Generation 1

Thar 3D - Generation 2

Monthly Average Sales Thar vs Competition



THAR CUSTOMERS

Thar is attracting young buyers to Mahindra's fold

2/3rd Thar consumers come from smaller families (up to 5 members)

88% Consumers are additional car buyers (already own a car)

25% 4WD considerers do not consider any other vehicle

Another 30% 4WD Considerers only consider Mahindra vehicles



5 Reasons Why Thar ROXX is “THE” SUV

THAR
ICONIC

IS ICONIC AND RARE, BUT WITH A HEART
OF GOLD



BOLERO
MONOLITHIC

IS MONOLITHIC AND SOLID, YET MAKES YOUR
HEART MELT



SCORPIO
MUSCULAR

IS ALL MUSCLE,
THAT MAKES YOUR HEART
POUND FASTER



XUV
ATHLETIC

MAKES YOUR HEART BEAT
WHILST STANDING STILL,
YET LEAVES OTHERS STANDING IN A HEART BEAT



Be.
ELECTRIFYING

IS ELECTRIC,
AND SHOCKINGLY BEAUTIFUL
TO MAKE YOUR PULSE RACE



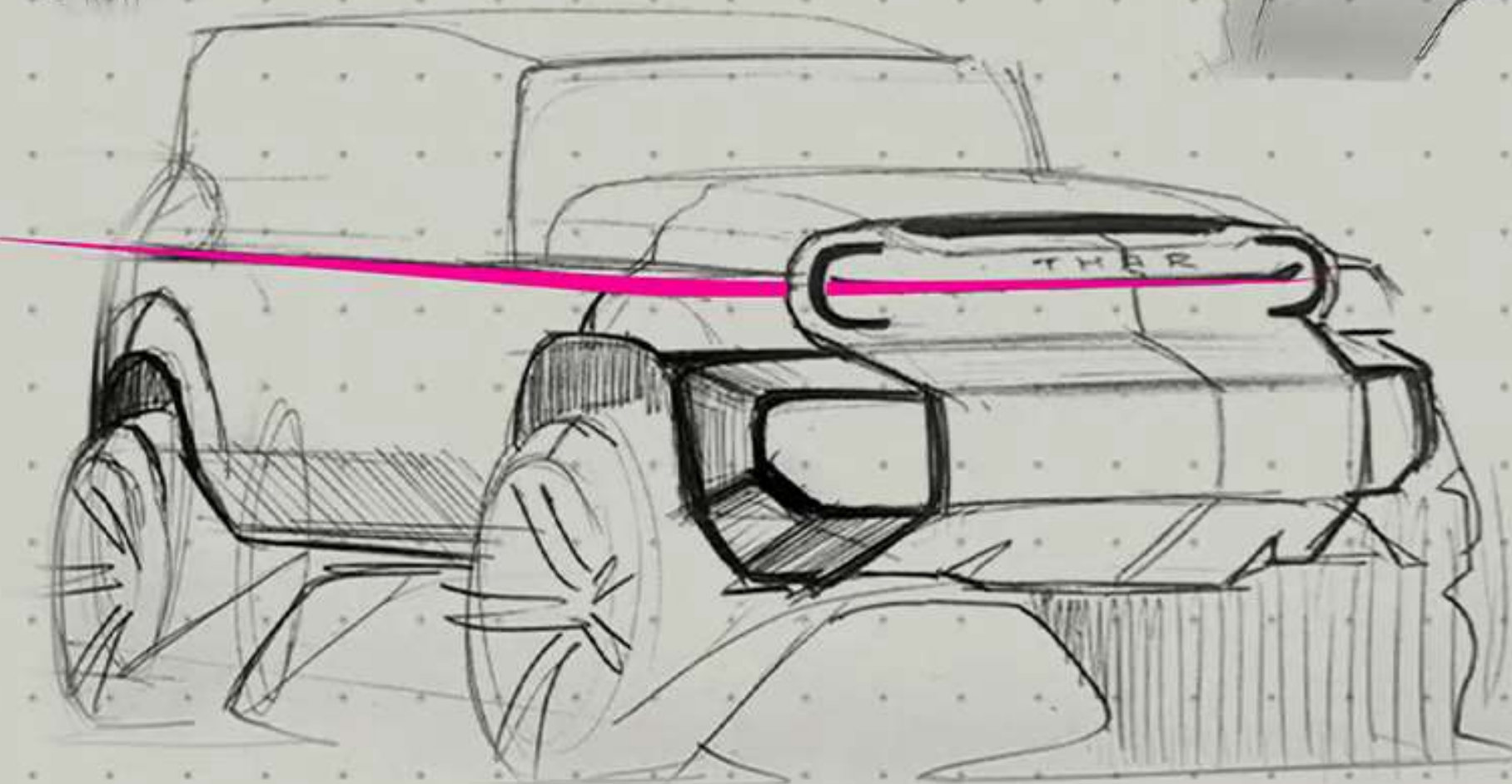
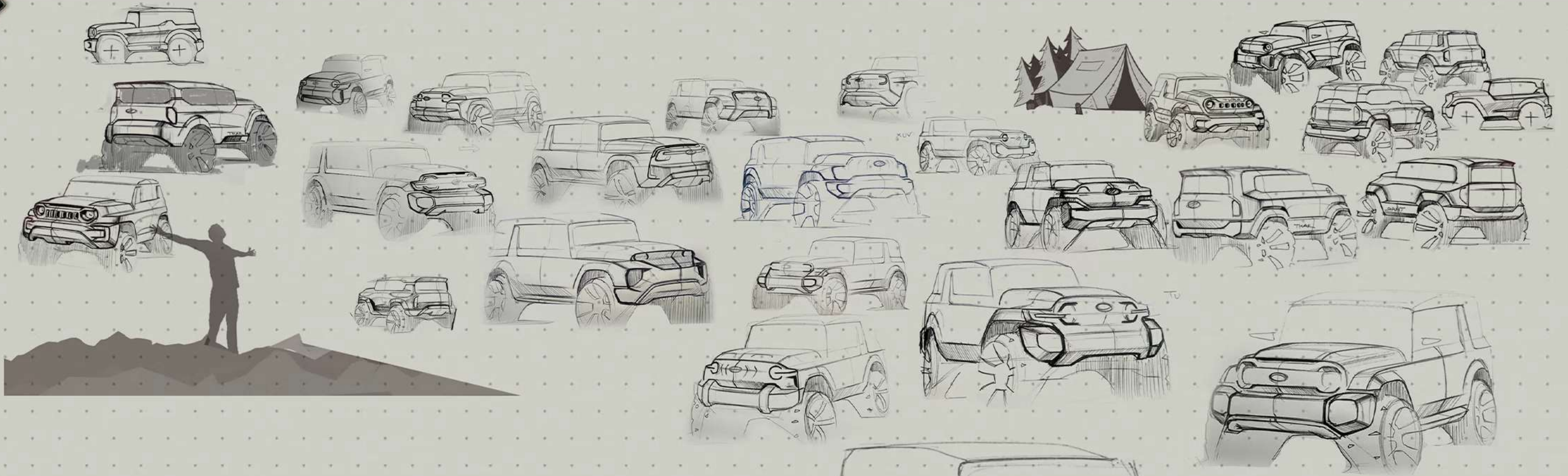
HEARTCORE
DESIGN

mahindra
GLOBAL DESIGN

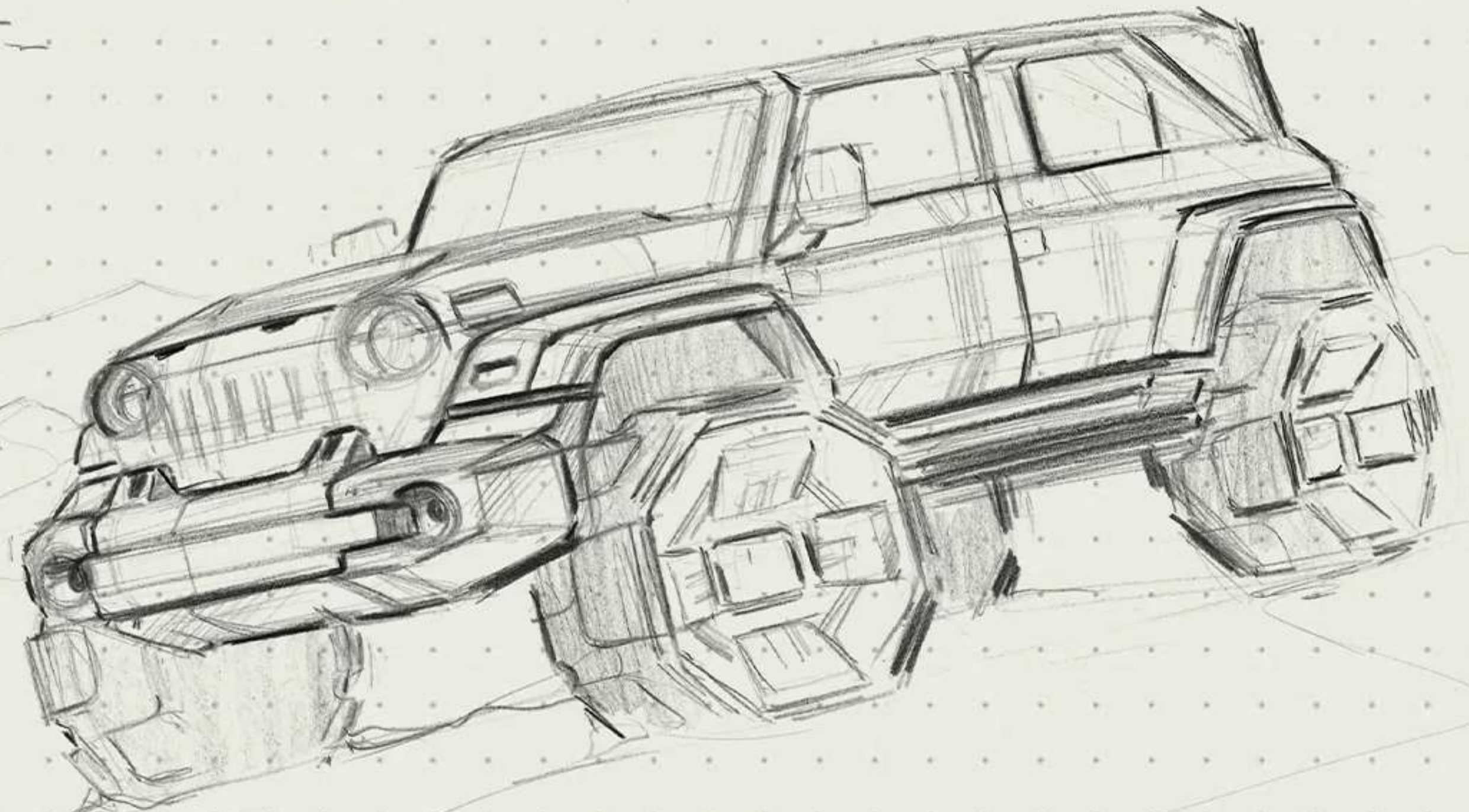
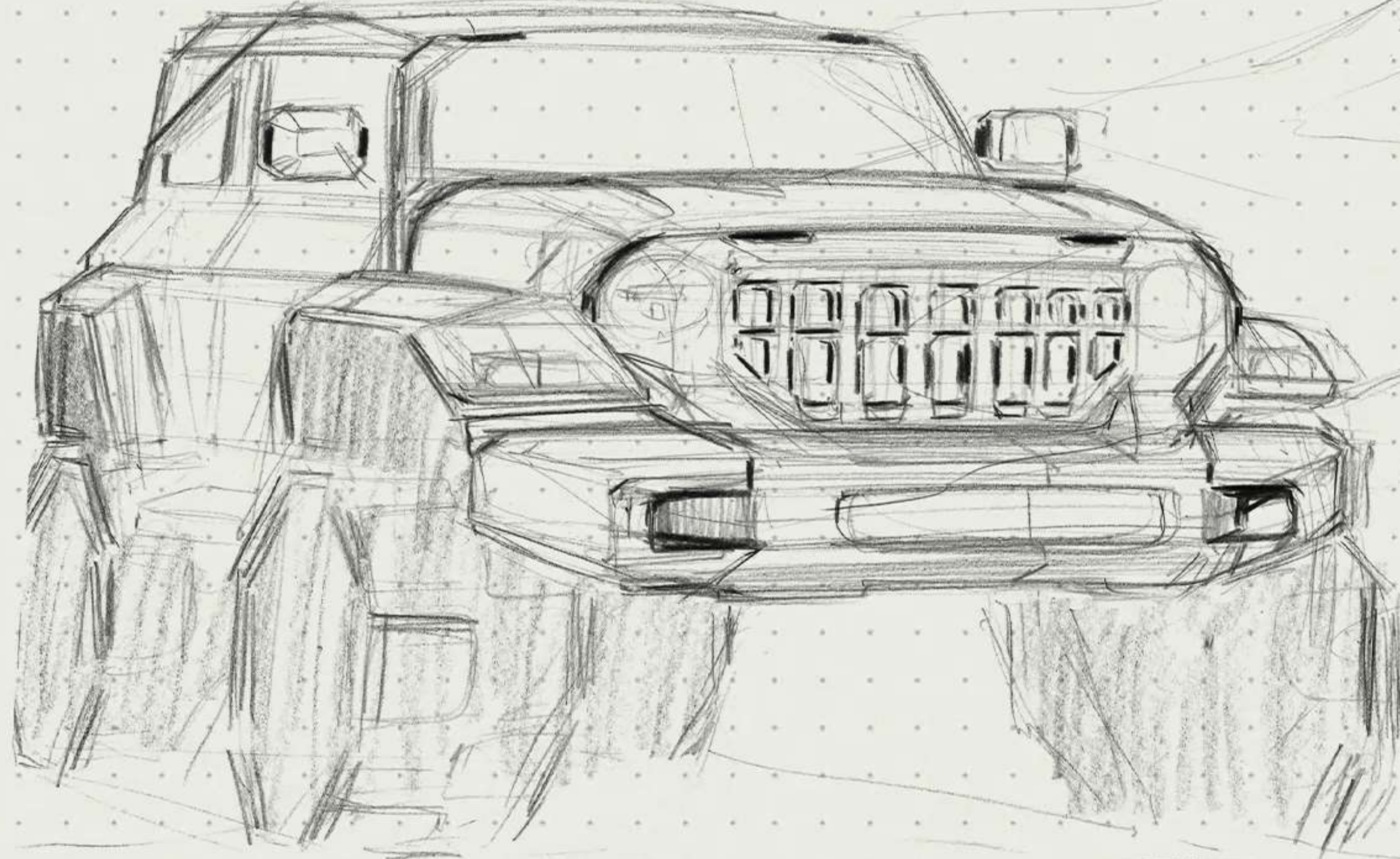


Exterior Design

mahindra
GLOBAL DESIGN



Shoulder crease pierces through the hood and continues through the lamps.
This curve tightly holds the entire form showing solidity.





mahindra
GLOBAL DESIGN



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GLOBAL DESIGN



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GLOBAL DESIGN



MAHINDRA
GLOBAL DESIGN



mahindra
GLOBAL DESIGN

A wide, flat, cracked salt flat under a cloudy sky with mountains in the distance. The ground is covered in a network of white, irregular cracks, creating a mosaic-like pattern. The sky is filled with soft, white and grey clouds, and the mountains in the background are a dark, silhouetted range.

**DON'T JUST RIDE,
GLIDE**

WGLYDE

It is not just a Ride, but a Glide

60+
Patents

Next generation Frame

Light-weight & High Stiffness

Electric Power Steering

Premium steering feel

Advanced damper technologies

MTV-CL, FDD & HRS

Penta Link Suspension with Watt's link

Galileo inspired kinematics

Enhanced 4x4

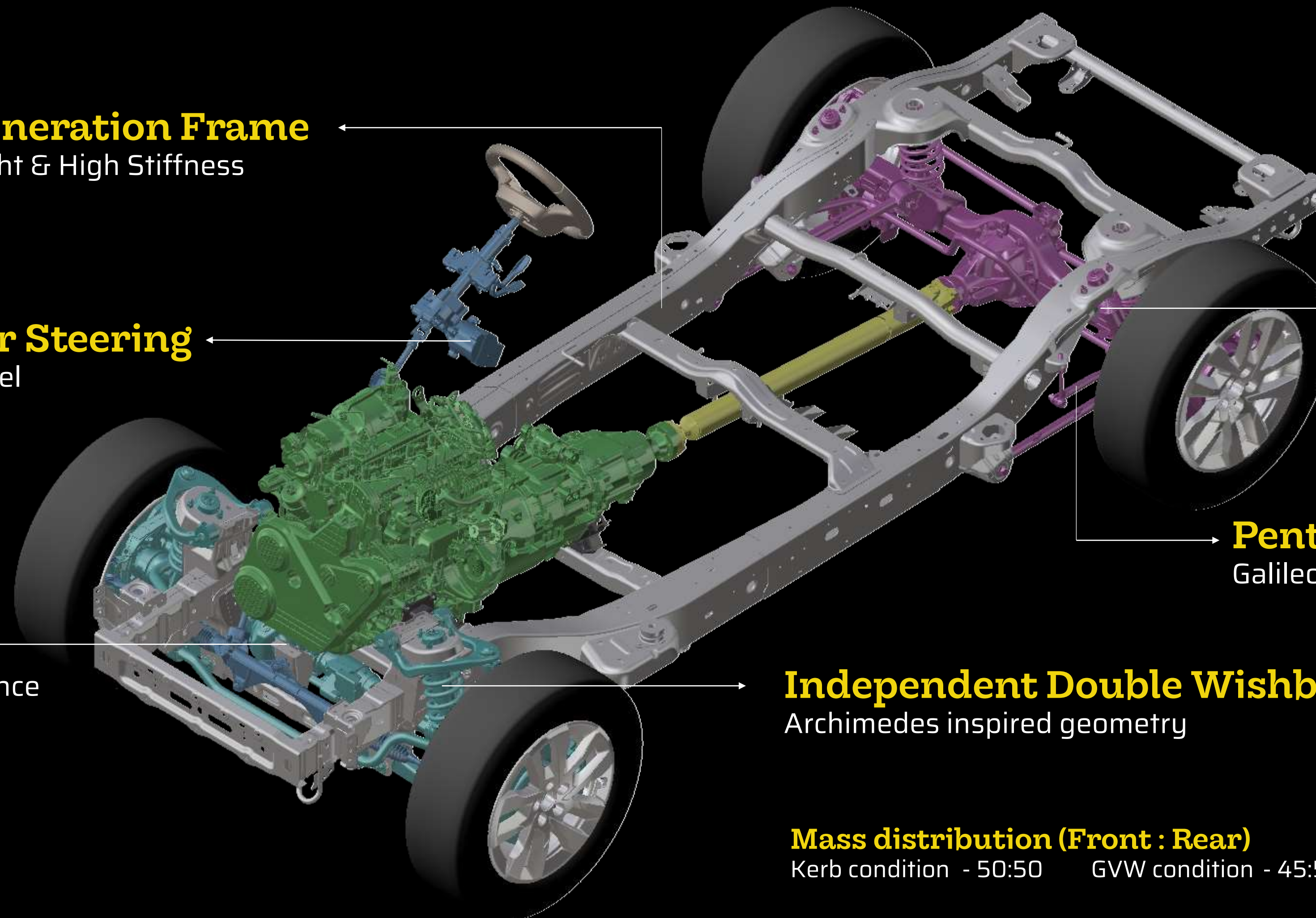
Legendary off-road performance

Independent Double Wishbone Suspension

Archimedes inspired geometry

Mass distribution (Front : Rear)

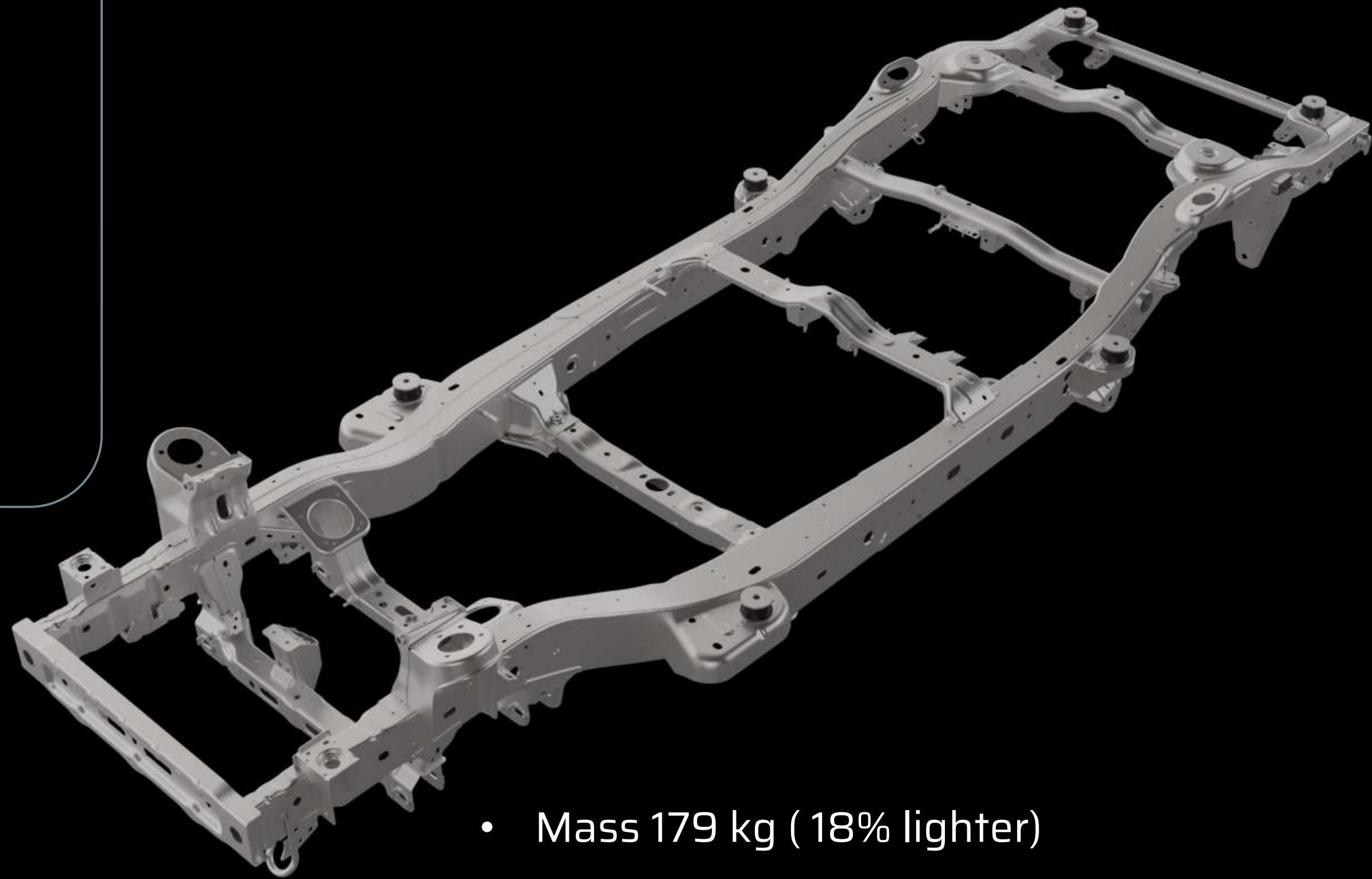
Kerb condition - 50:50 GVW condition - 45:55



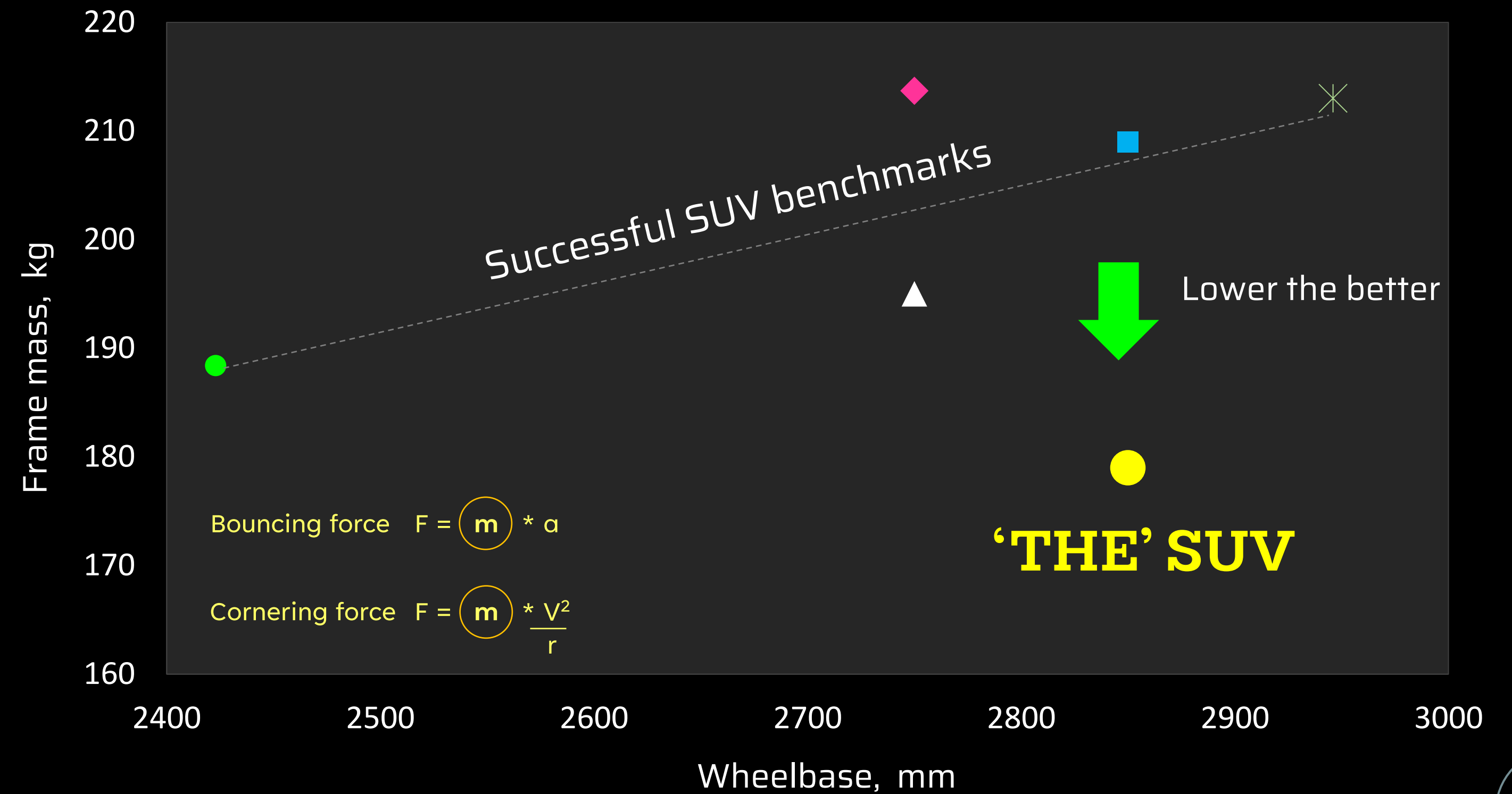
MGLYDE : Next Gen Frame

Light-weight, High-Stiffness & Frequency

Best in class



- Mass 179 kg (18% lighter)
- Bending Frequency - 39.9 Hz (41 % higher)
- Torsional Frequency - 34.3 Hz (51 % higher)



'Mass is enemy of dynamics'

WGLYDE : World Class Suspension

Glide with Maximum Cornering Power

Front : Independent Double Wishbone

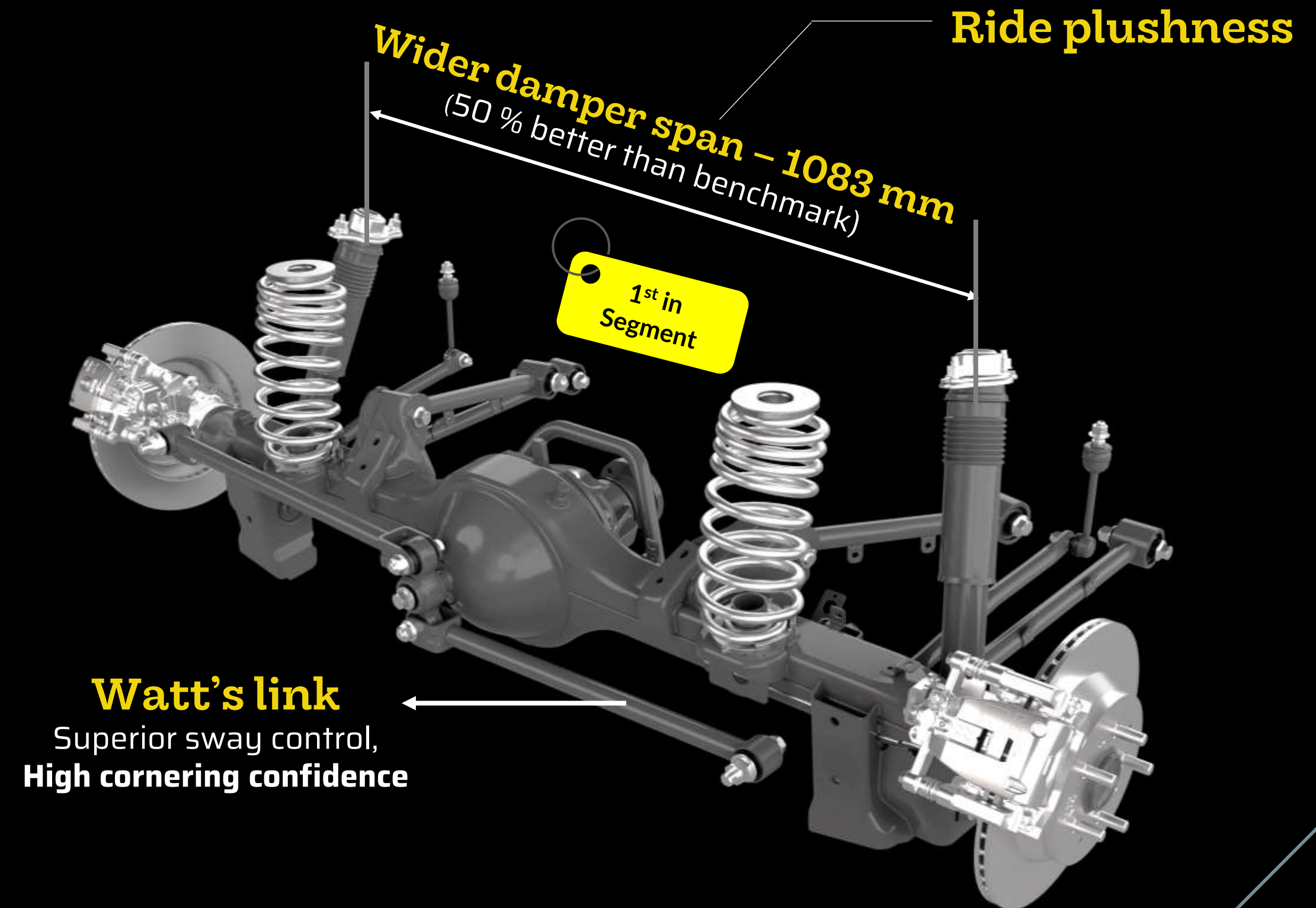
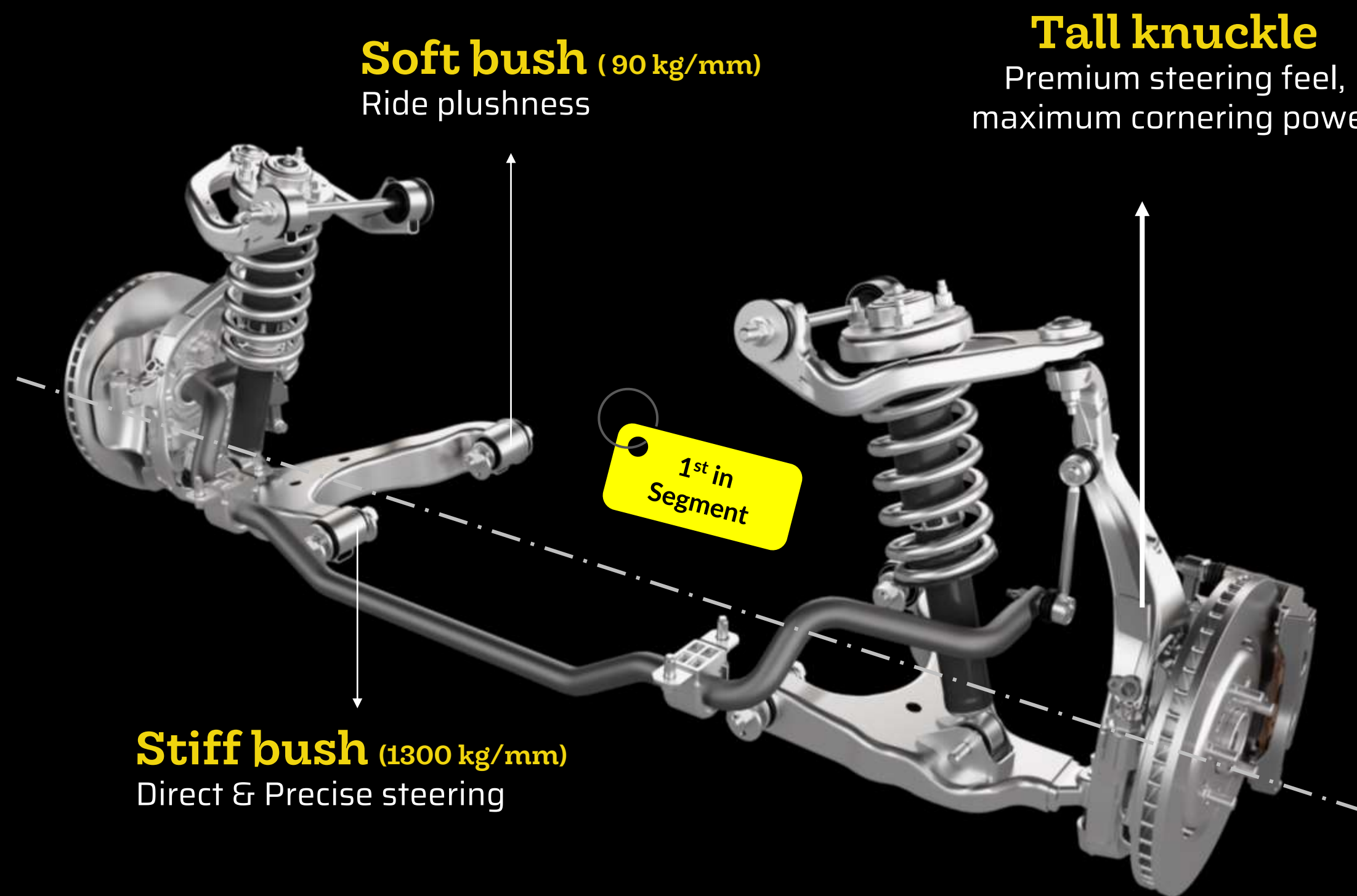
Archimedes inspired geometry

Give me a lever long enough, and I shall move the world
- Archimedes

Rear : Rigid axle with Penta-link

Galileo inspired Kinematics

Path of a projectile is a parabola
- Galileo

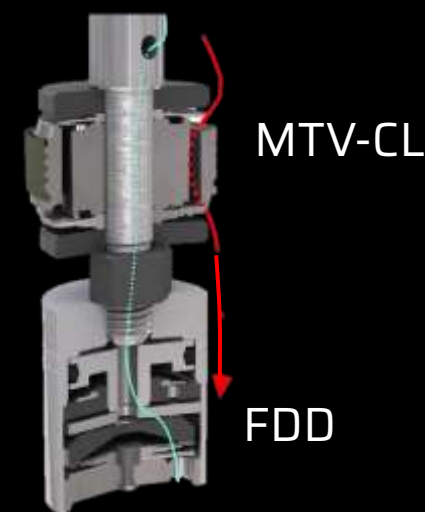
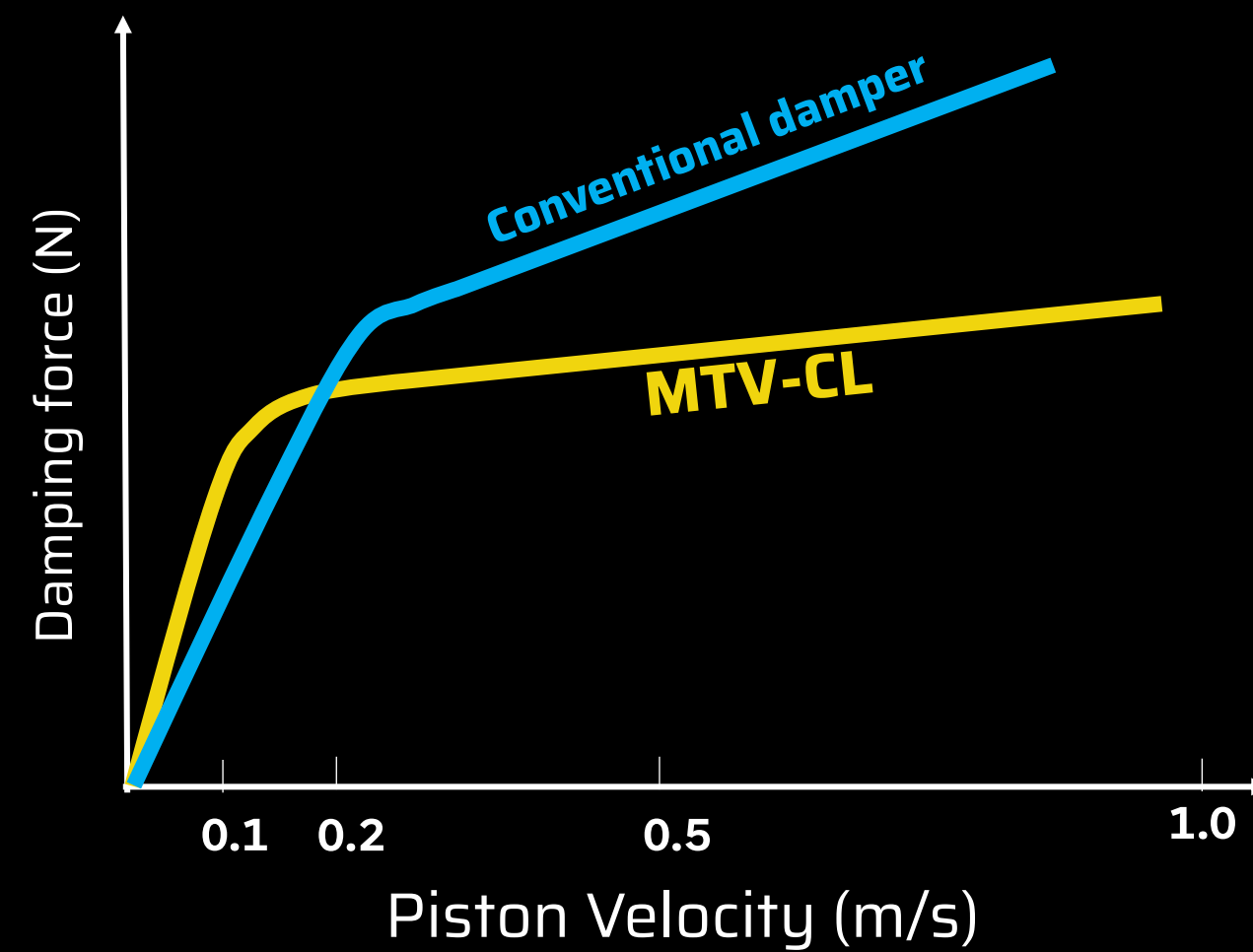


WGLYDE : Advanced Damper Technologies

Glide in all driving conditions

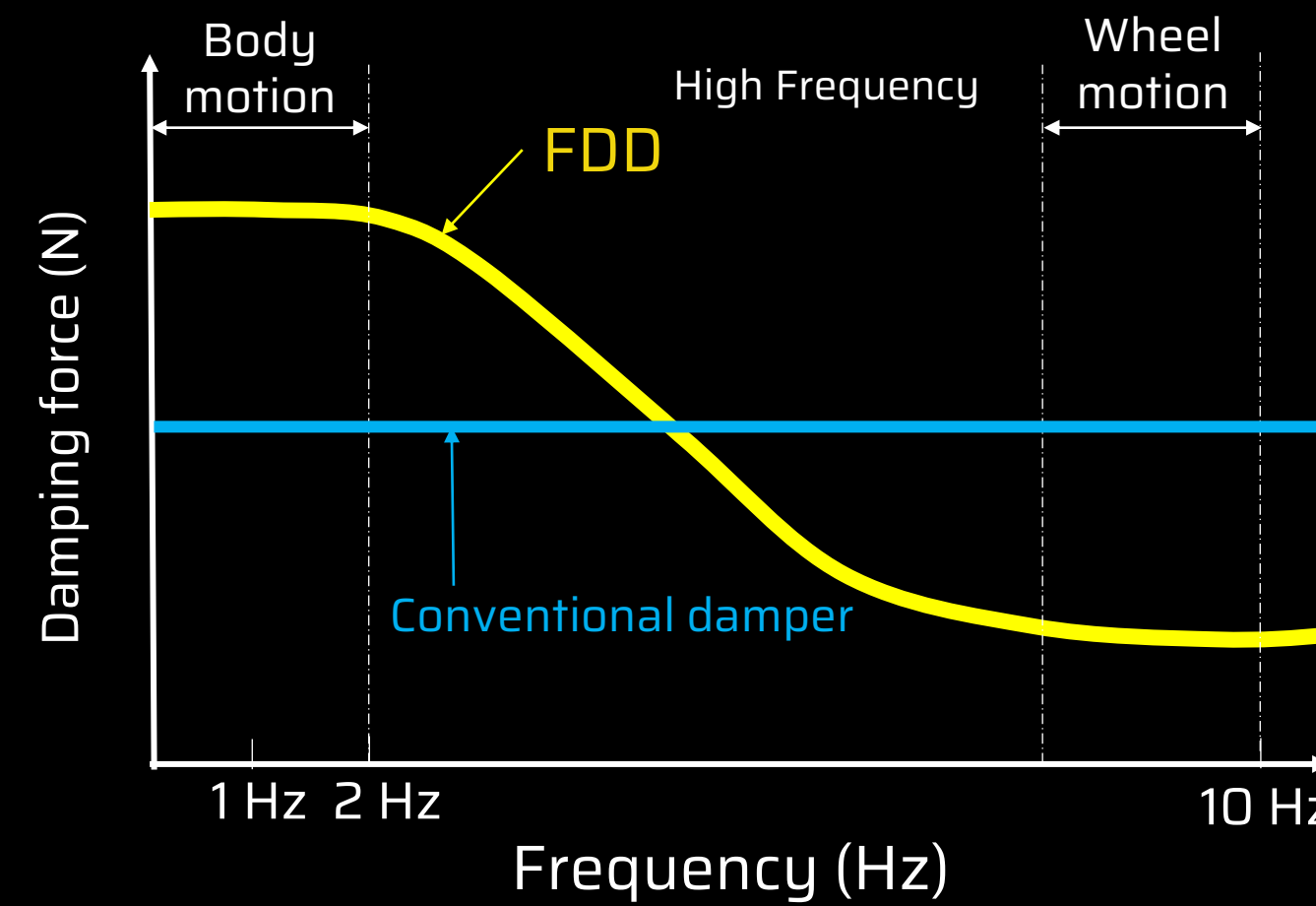
MTV-CL

(Multi-tune valve with concentric land)



FDD

(Frequency Dependent Damping)



HRS

(Hydraulic Rebound Stopper)



1st in Segment

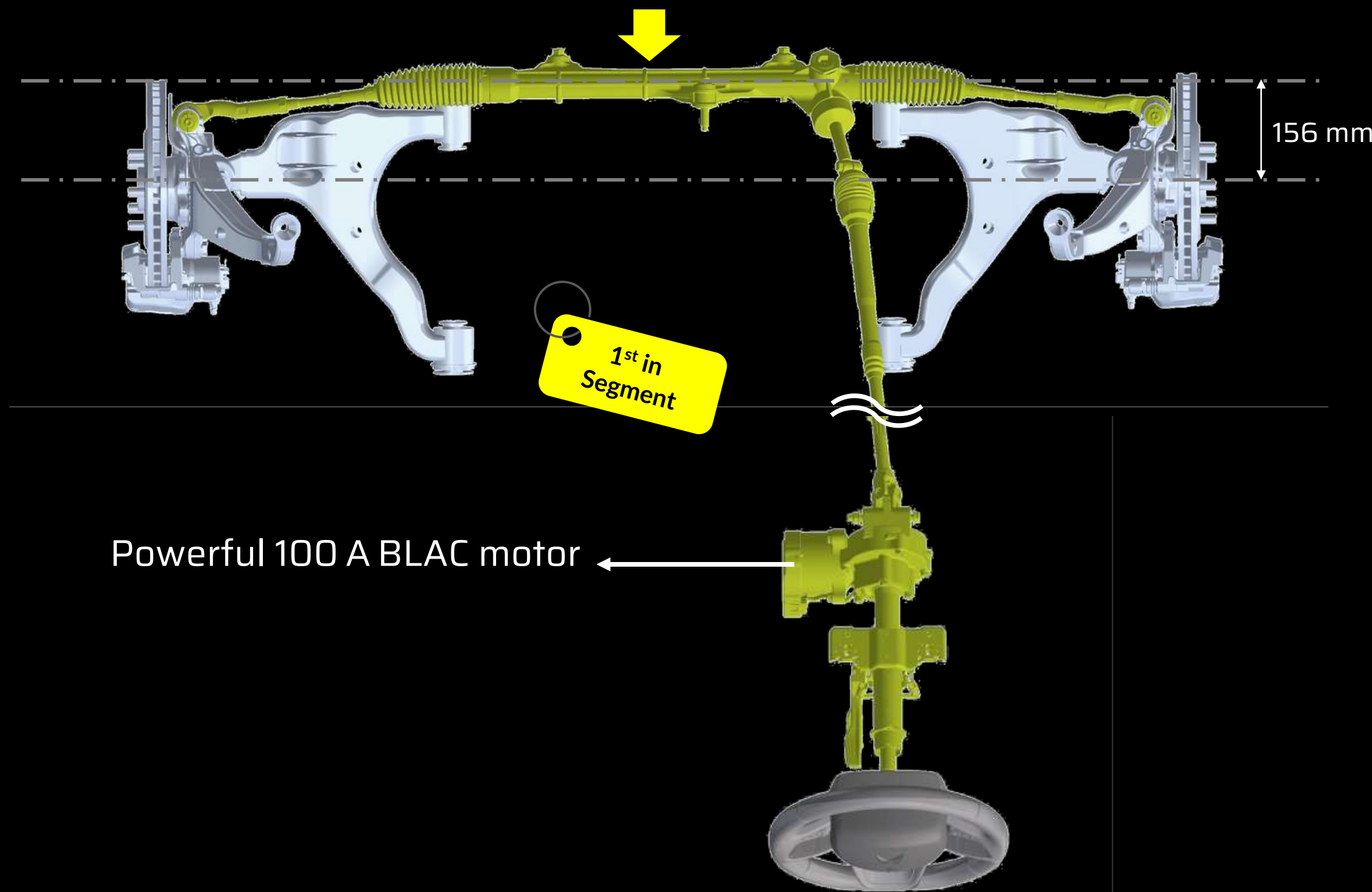
Ride Comfort

- Speed breakers
- Rough roads

WGLYDE : Premium Steering Feel

EPS Technology : Precise Steering Response & Linearity

Steering rack moved closer to wheel center by 18 %
Enhanced precision, linearity & returnability

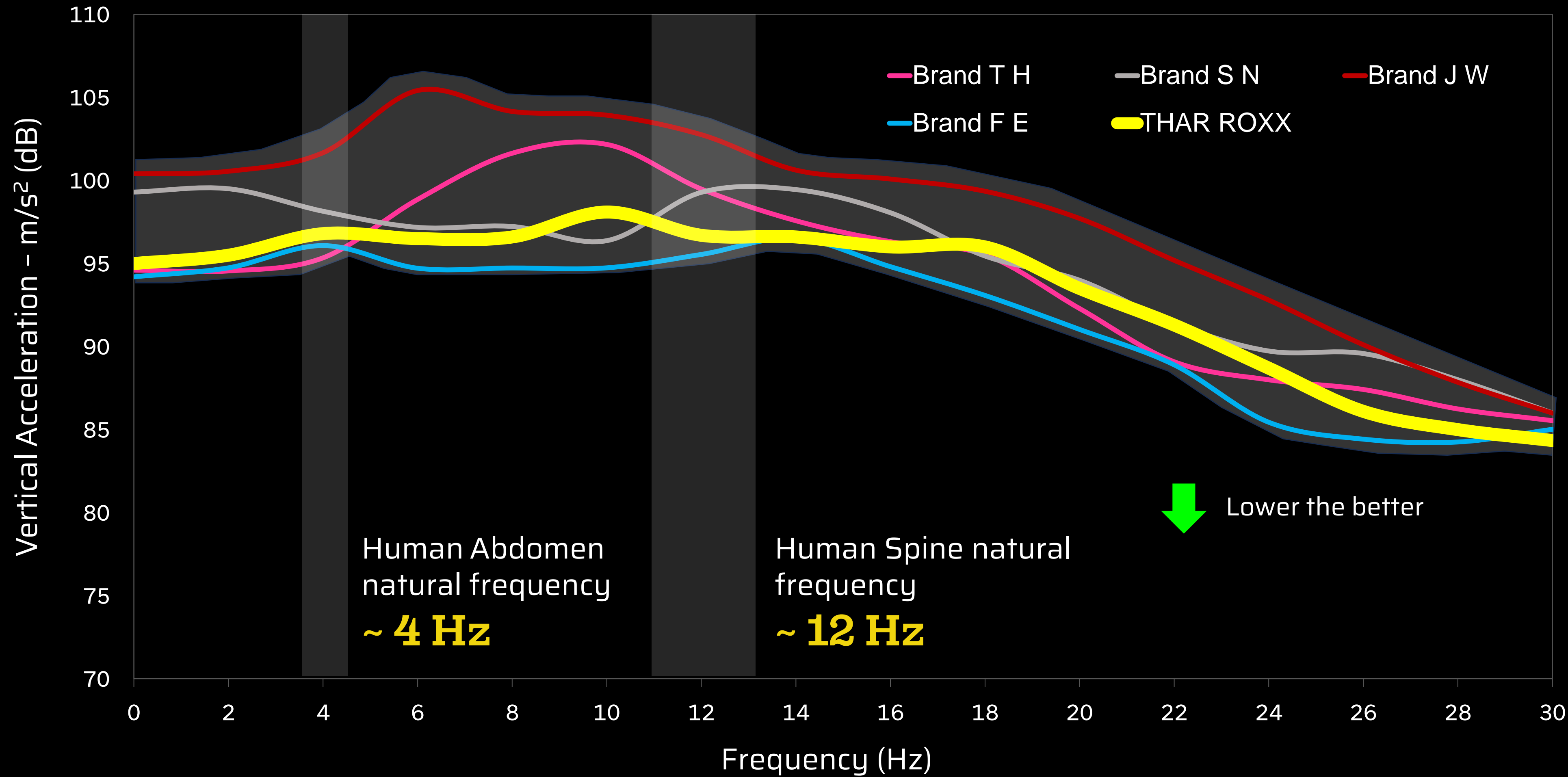


Customer Benefits

- Ease of driving, parking & Maneuvering
- Efforts & Returnability
- Precise steering response, High linearity
- High confidence in cornering and lane change

W.GLYDE : World-class RIDE

Ride Quality - Among the best !



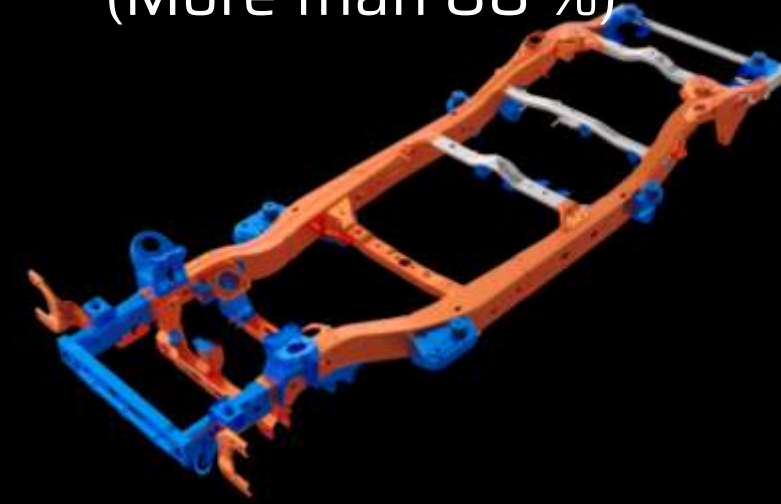
- Primary Ride : 0 to 2 Hz
- Secondary Ride : 8 to 20 Hz
- Wheel hop frequency
 - Front suspension : 10 Hz
 - Rear suspension : 18 Hz

MGLYDE : World-class NVH

Class leading Stiffness & Frequency

High-Strength Steel

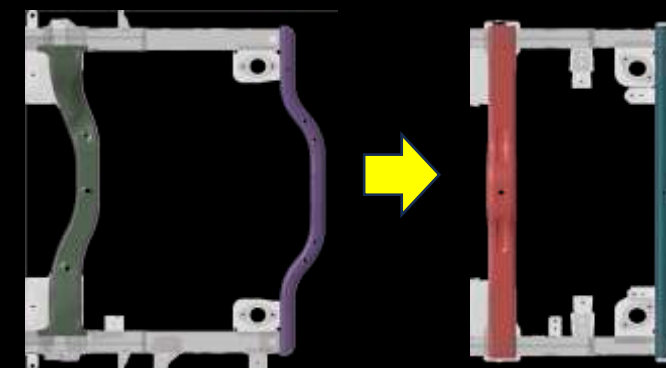
(More than 88 %)



Best in class

Joinery Strengthening

(Better and wider overlap)



Frame mass

18 %

Lighter

Bending frequency

41 %

Higher

Torsional frequency

51 %

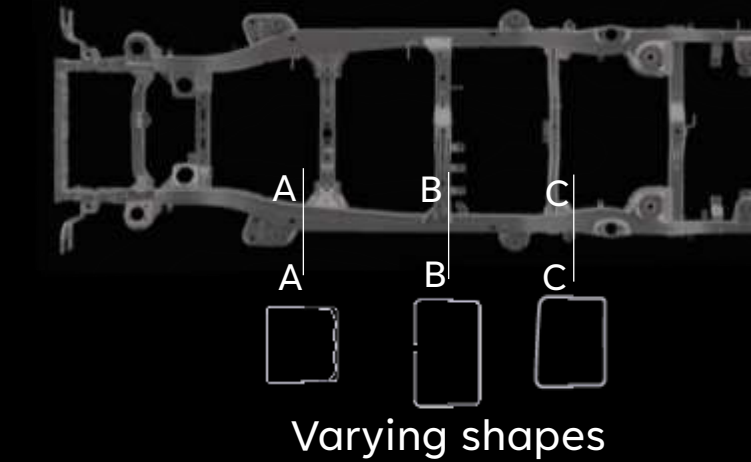
Higher

Customer benefits :

- Best-in-class NVH
- Class leading Ride & Handling
- 5-star Crash performance

High Section Modulus

(200 sections across 4m length)

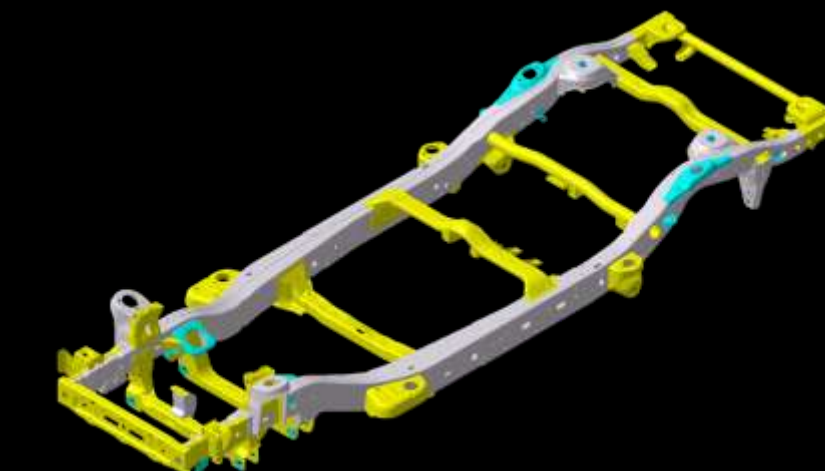


Varying shapes

1st in segment

Lower Gauge Thickness

2.4 to 2.8 mm (Benchmark : ~ 3.0mm)



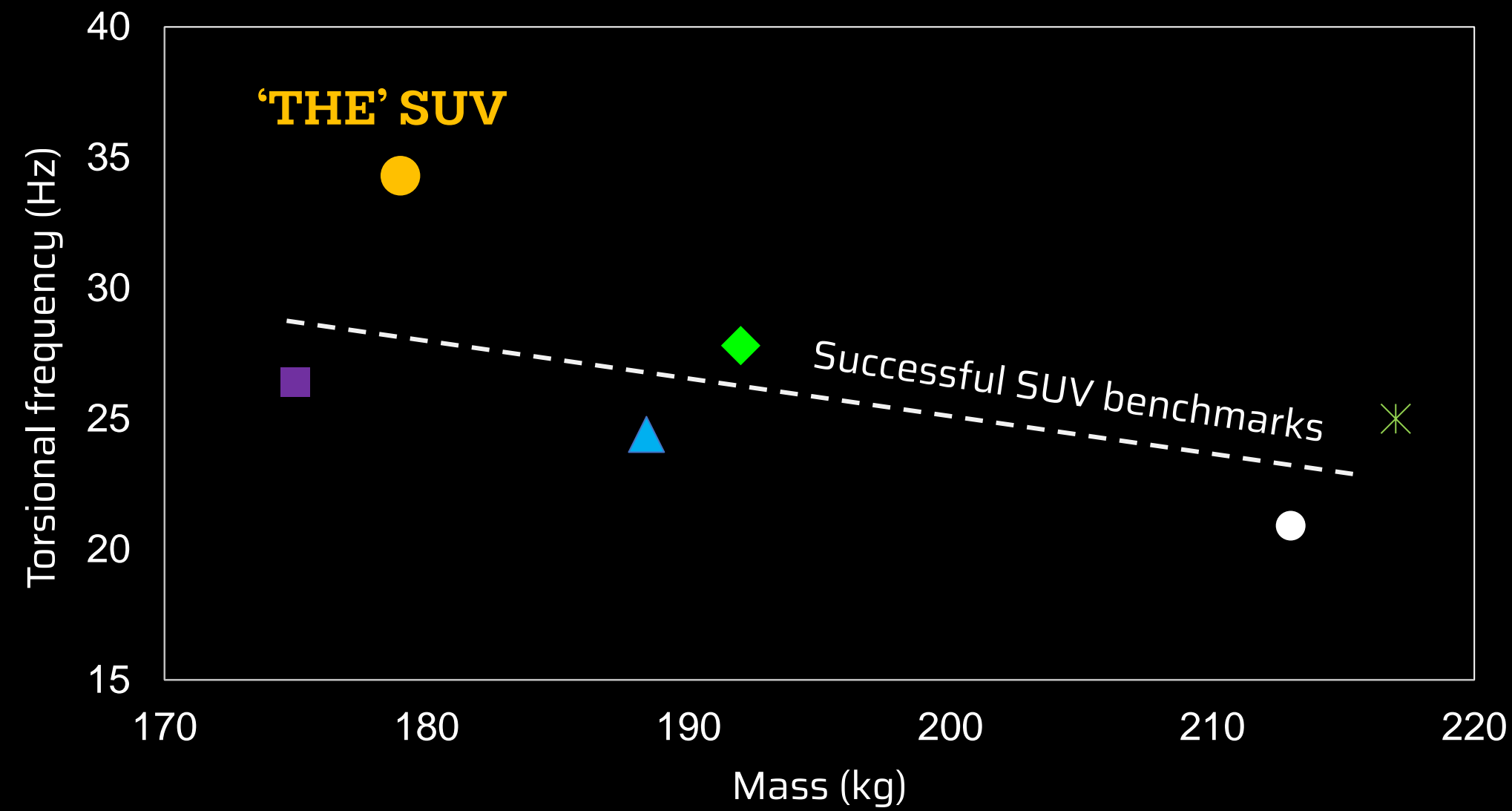
1st in segment

MGLYDE : World-class NVH

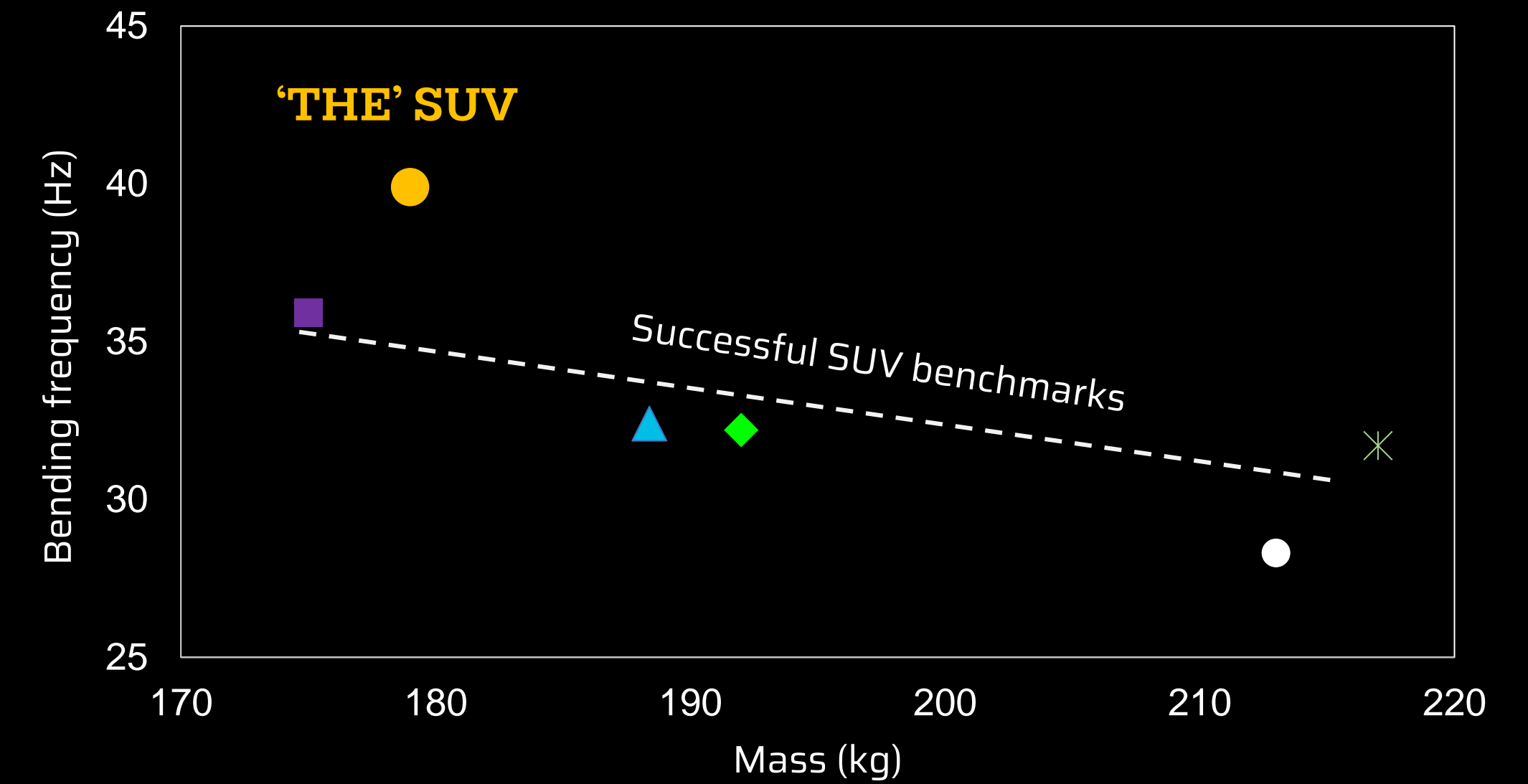
Class leading Stiffness & Frequency



Torsional Frequency, Hz



Bending Frequency, Hz



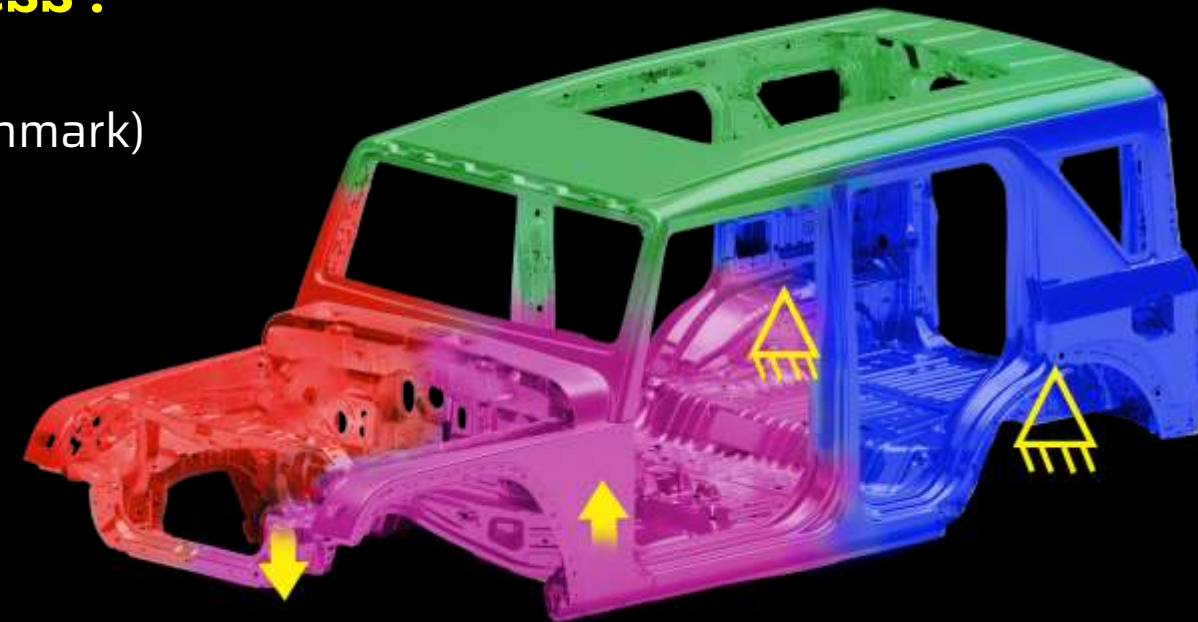
'Frequency is a friend of refinement'

MGLYDE : World-class NVH

All new full metal body with Unparalleled Stiffness

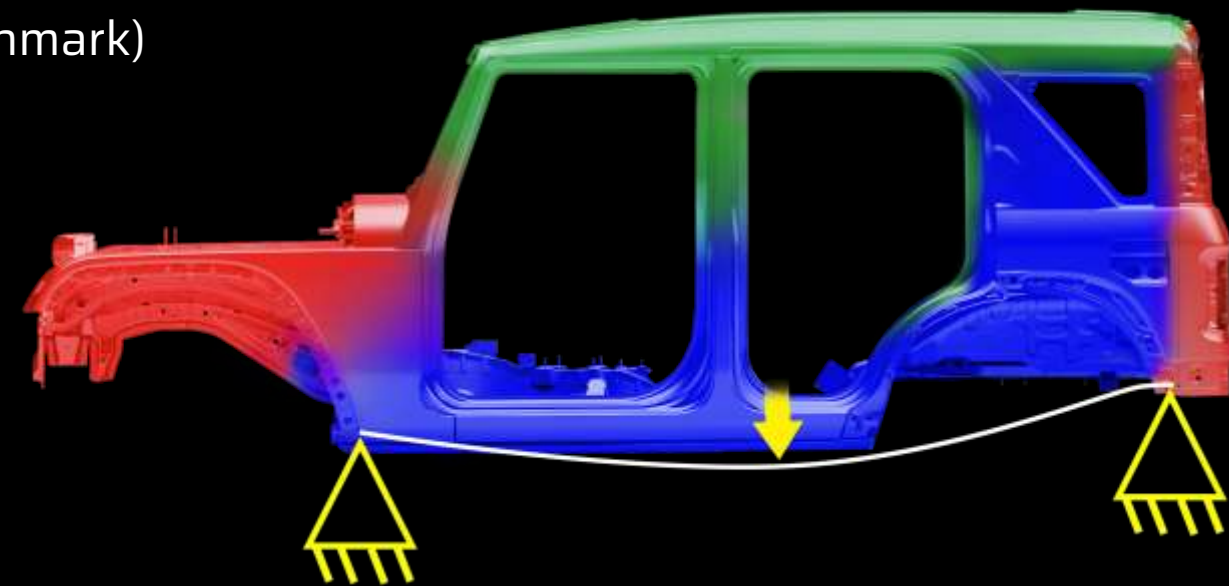
Torsional stiffness :
12.9 kNm/deg
(148 % better than benchmark)

Best in class



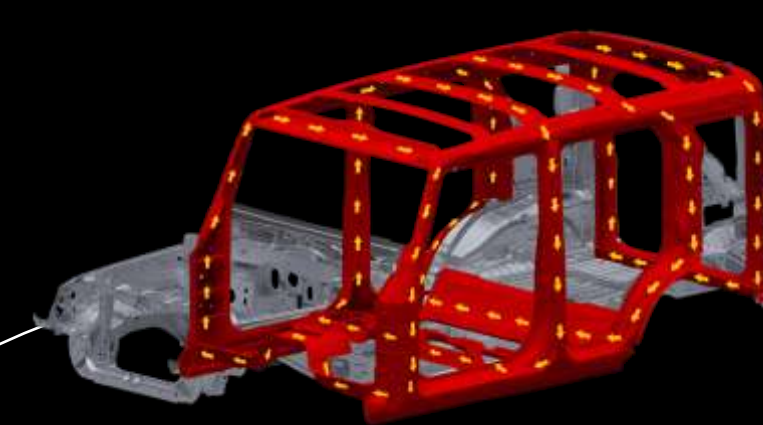
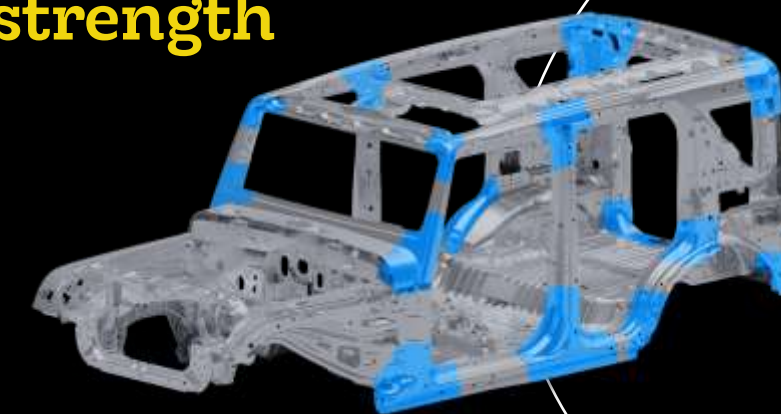
Bending stiffness:
9.0 kN/mm
(150 % better than benchmark)

Best in class



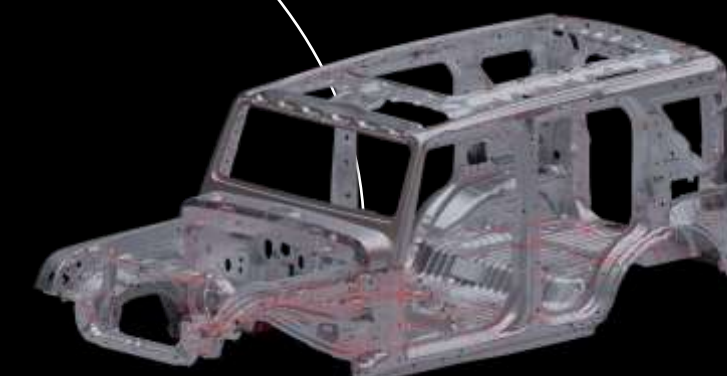
High stiffness Ring Structure : NVH, Safety, Reliability

Enhanced joinery strength

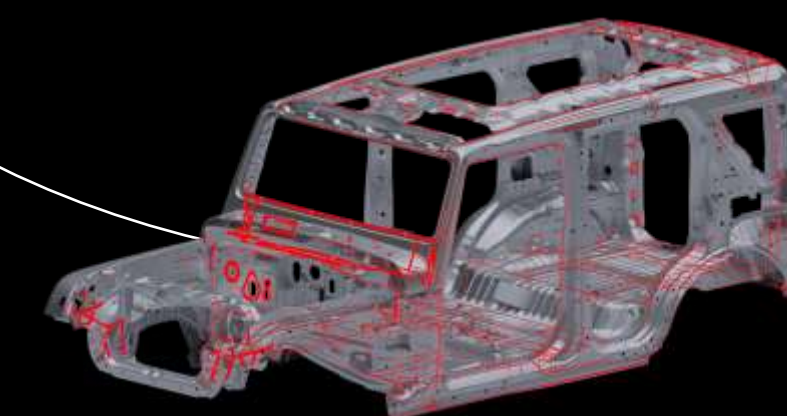


1st in segment

- Integrated roll-cage
- Weight same as benchmark with plastic roof



6227 Spot welds



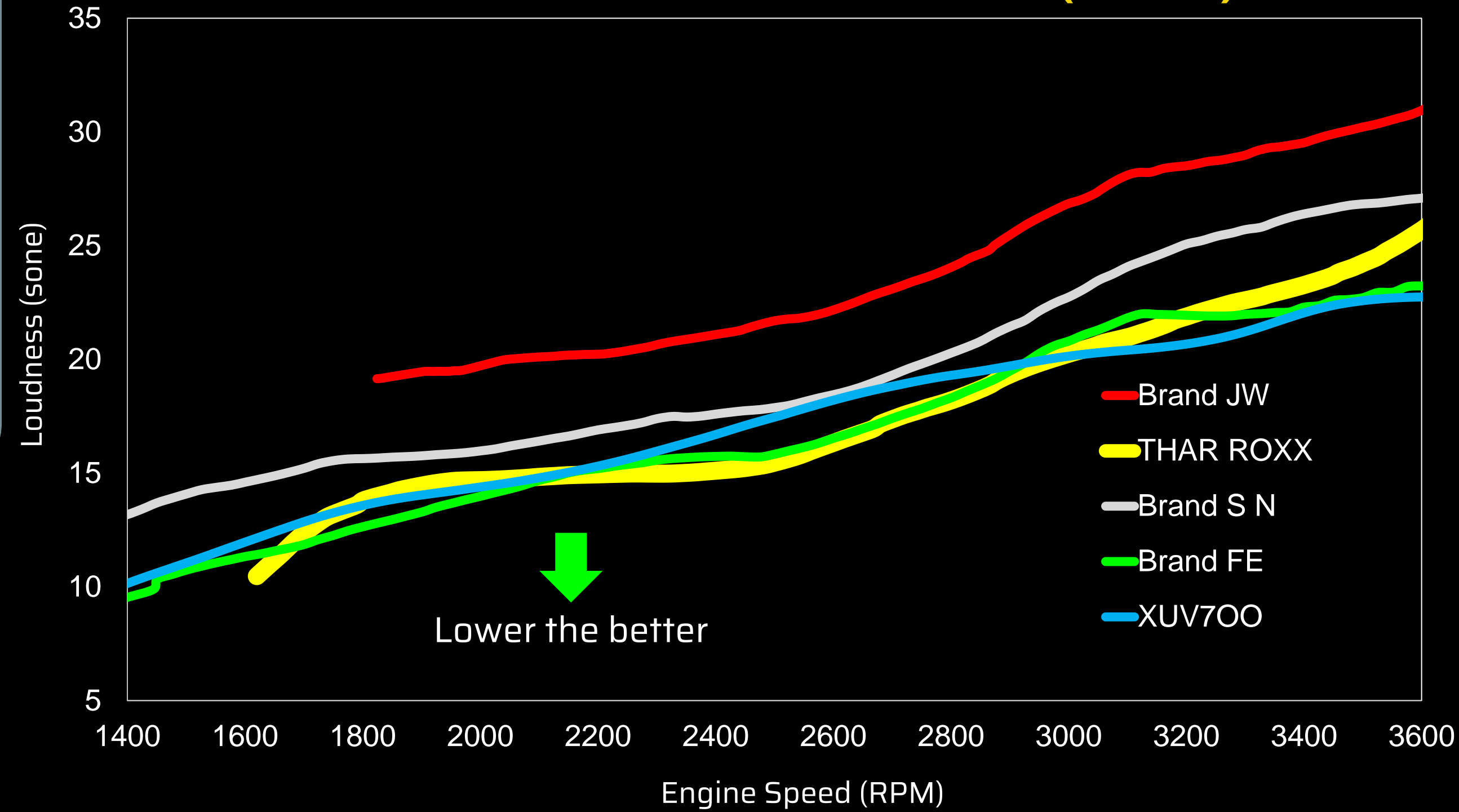
136.8 m length sealer

'Ring Structure brings Stiffness'
'Stiffness brings Quietness'

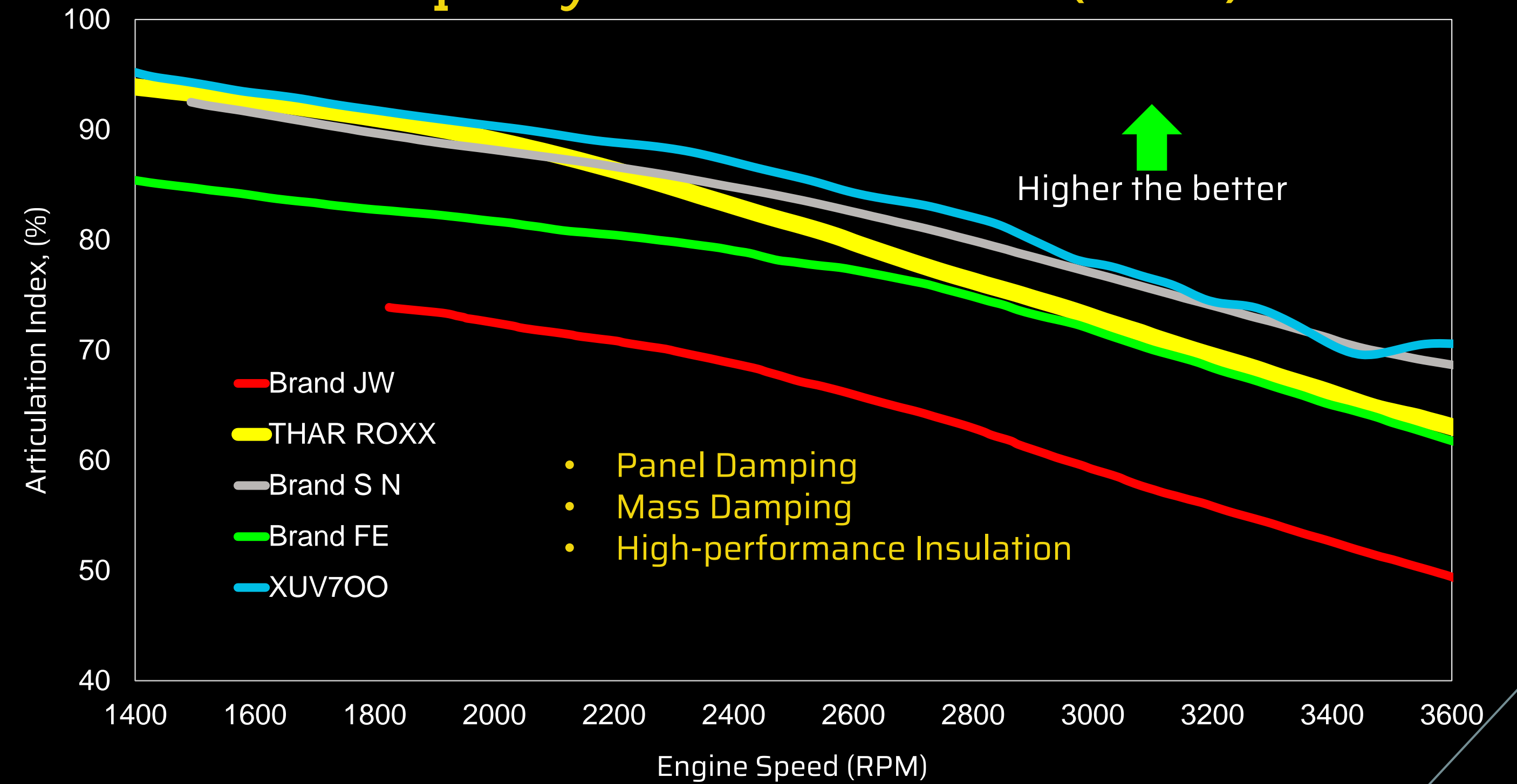
MGLYDE : CLASS LEADING NVH

Quiet & Comfortable Cabin

Loudness at Driver-ear Location (Diesel)



Sound quality : Articulation Index (Diesel)



- Low idle noise : Gasoline 39 dBA, Diesel 41 dBA
- Uncontrolled cabin air leakage - 48 lps (25% better than benchmark)

- Panel Damping
- Mass Damping
- High-performance Insulation

A dark, atmospheric photograph of a cave interior. The walls and ceiling are composed of layered, reddish-brown rock formations with a wavy, undulating texture. The lighting is dramatic, with a strong light source at the bottom center, creating a bright, circular glow on the floor and casting deep shadows throughout the cave. The overall mood is mysterious and ancient.

**GET
OFF THE TAR**

'THE' SUV : CAPABILITY PAR EXCELLENCE

Legendary ADR angles & Water-fording depth



650 mm
fording depth

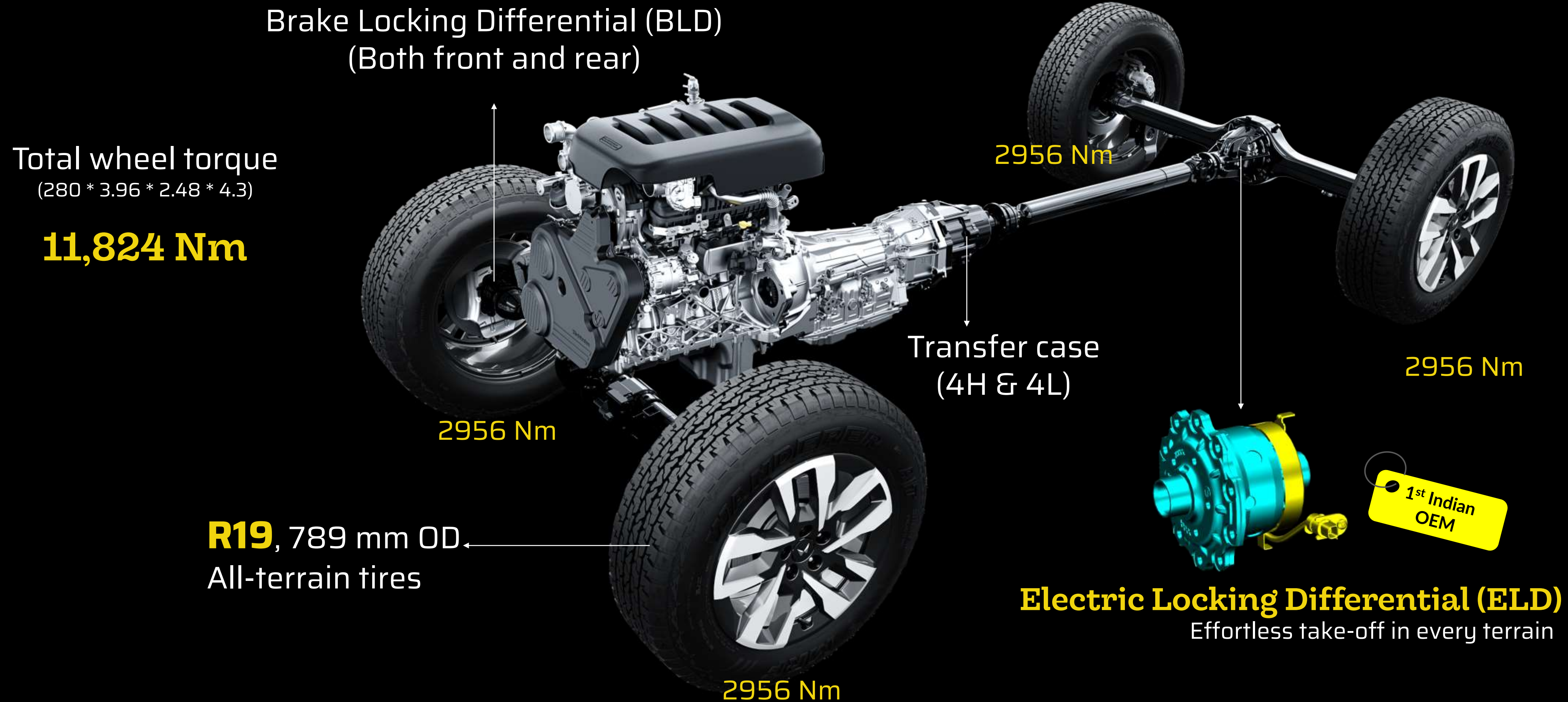
41.7°

23.9°

36.1°

'THE' SUV : CAPABILITY PAR EXCELLENCE

WGLYDE: Superior Wheel Torque, ELD & BLD



'THE' SUV : LOADED WITH TECHNOLOGY

Conquer Every Terrain

Terrain Modes



- Sand
- Mud
- Snow

IntelliTurn Assist (ITA)

1st in segment



- Intelligent braking of inner wheel in 4-L mode
- Reduction of TCD by 15 %

CrawlSmart

1st in segment



- Automatic control of engine, brake and transmission.
- Sail through every obstacle

POWER ON

'THE' SUV : Exhilarating Performance

High Performance Gasoline & Diesel Engines



G20 TGD I mStallion Engine

- 129 kW (177 PS) @ 5000 rpm
- 380 Nm @ 1750 - 3000 rpm
- 350 bar GDI system
- Electric actuated Turbo charger



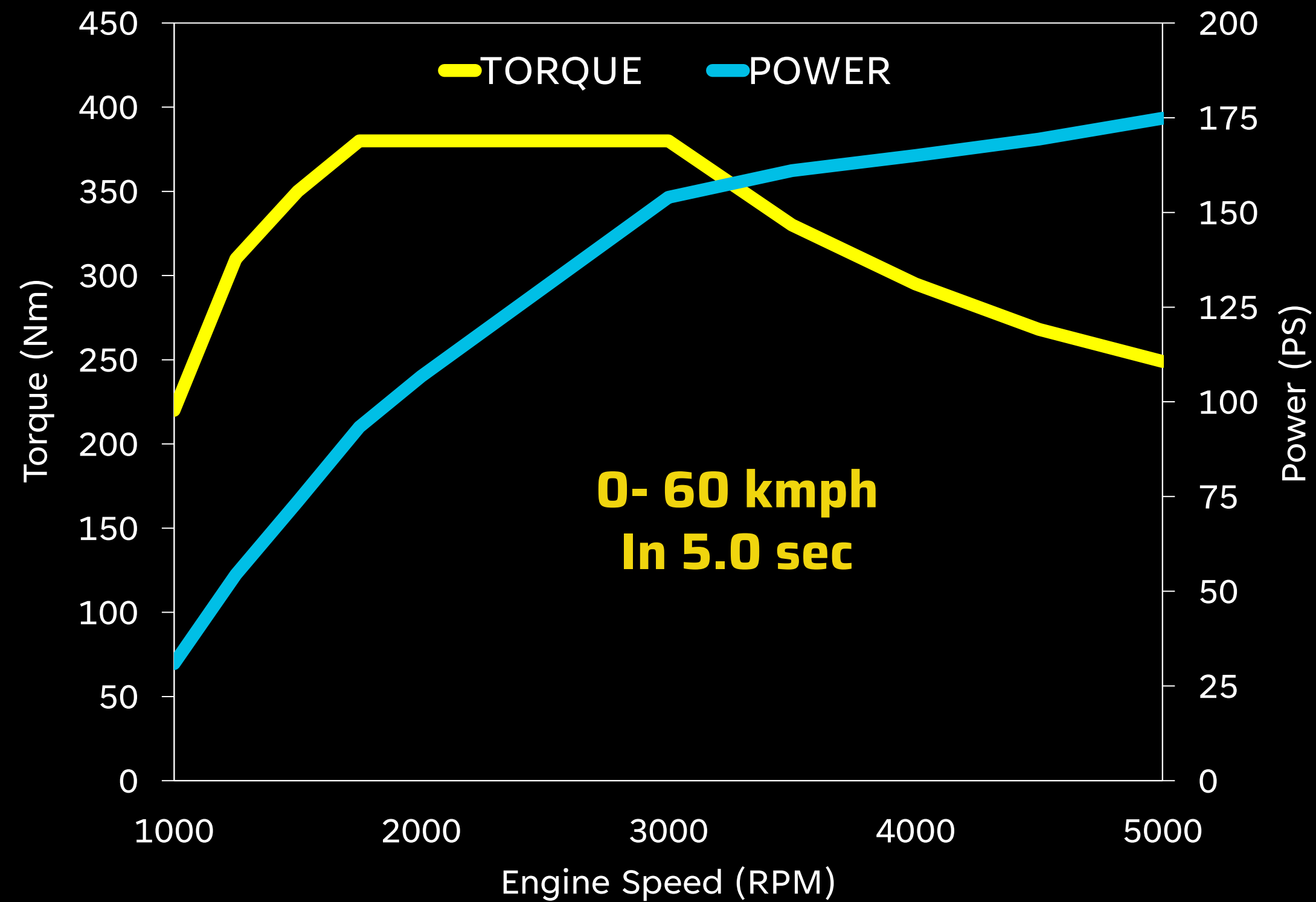
D22 mHawk Engine

- 129 kW (175 PS) @ 3500 rpm
- 370 Nm @ 1500 - 3000 rpm
- 1600 bar common rail system
- New Generation turbo charger

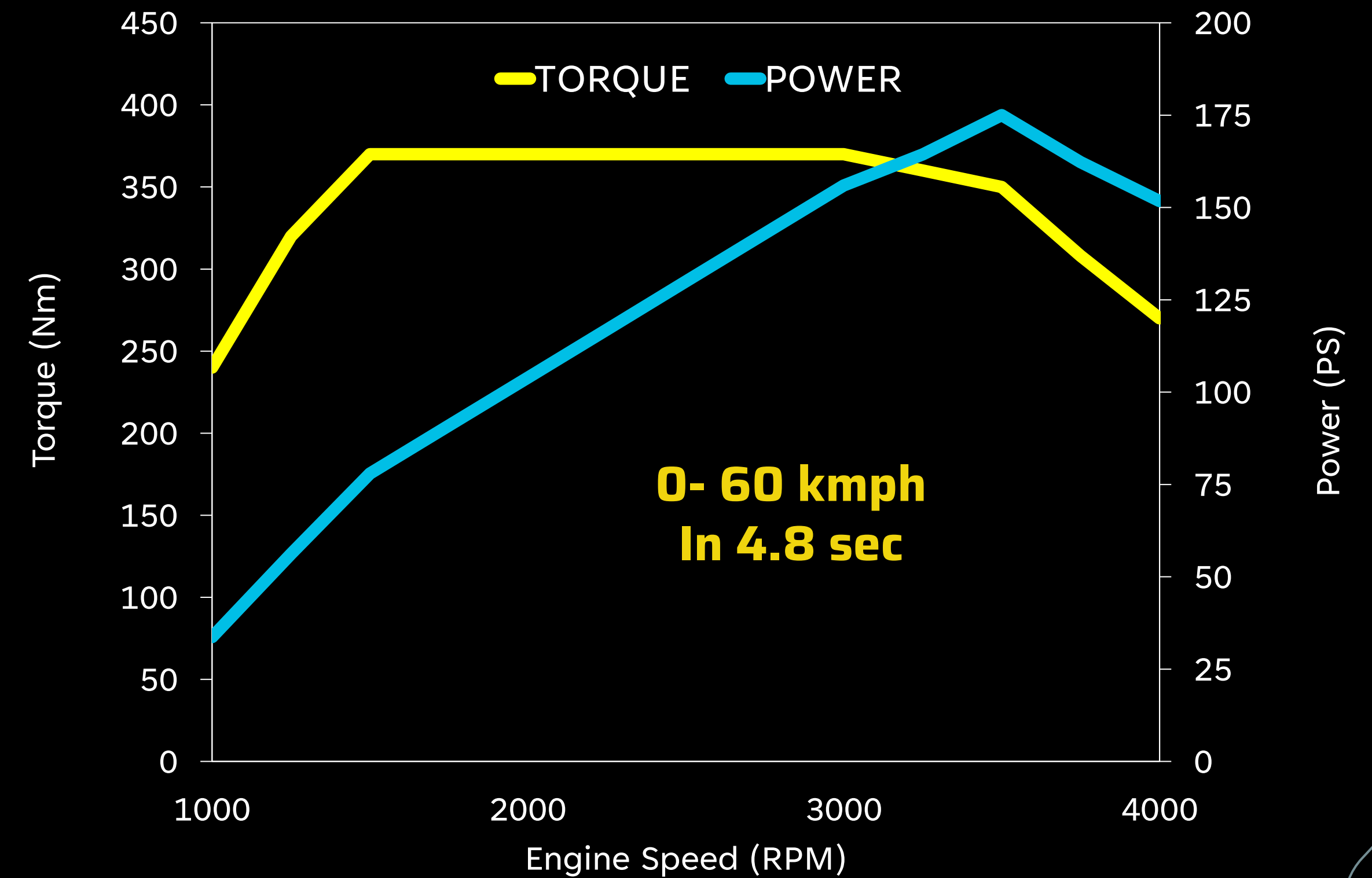
'THE' SUV : Exhilarating Performance

High Performance Gasoline & Diesel Engines

G20 TGDI Gasoline AT



D22 Diesel AT



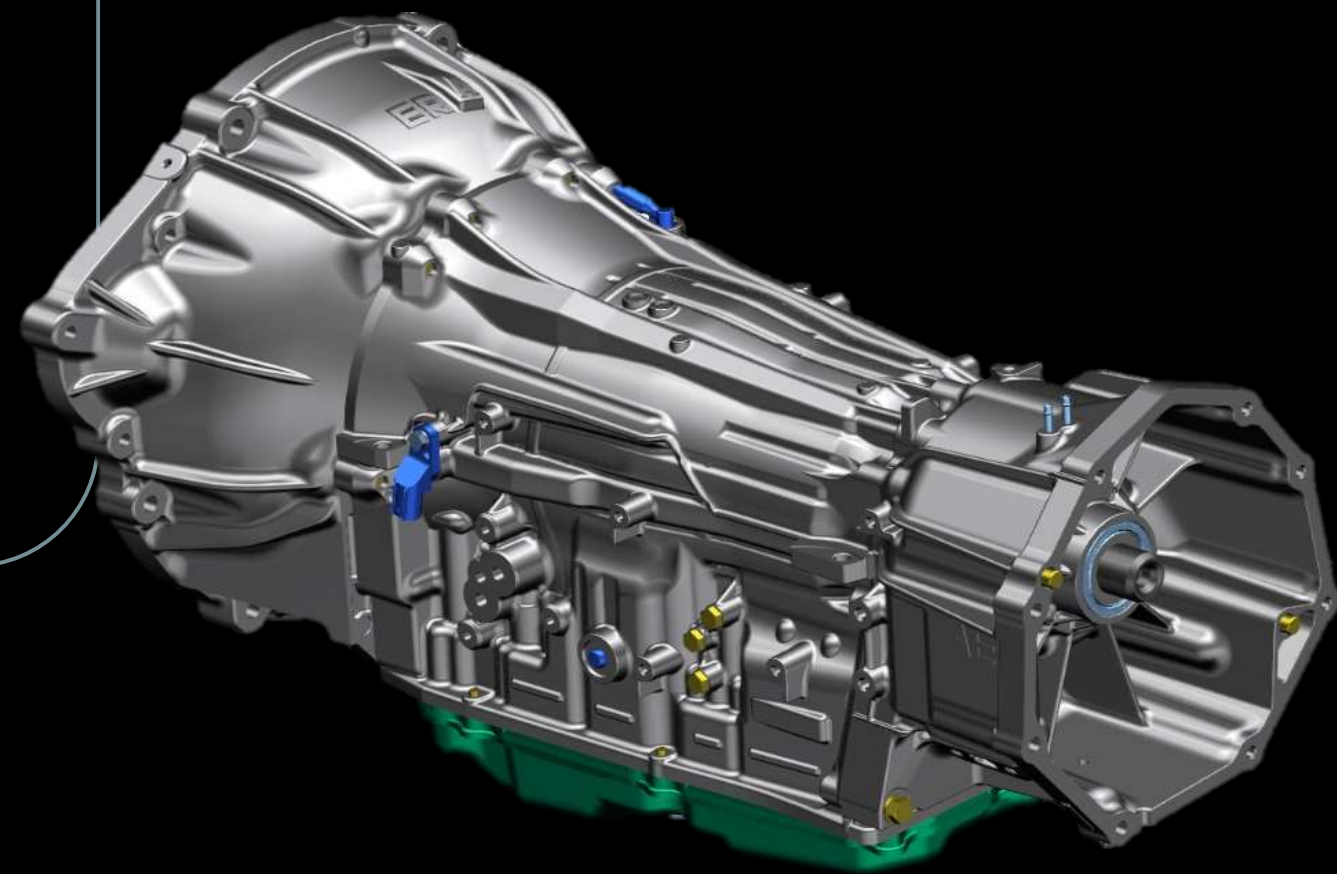
- Unparalleled low-end torque for acceleration performance and off-road lugging
- Wide range of max torque for highway cruising with minimum downshifting

'THE' SUV : Exhilarating Performance

Premium and Effortless Transmissions

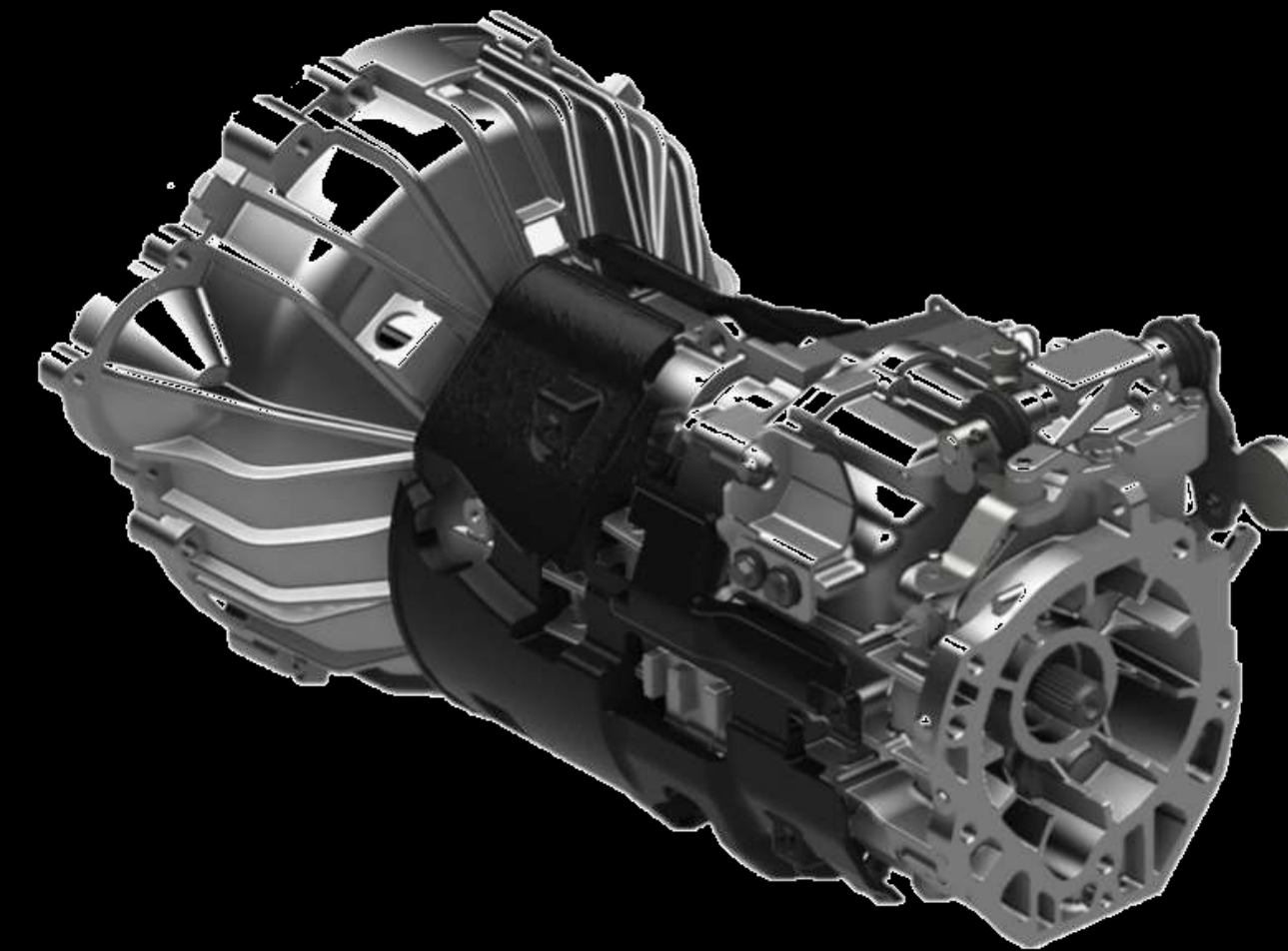
6 Speed AISIN* Automatic Transmission

- Best-in-class Fuel Economy
- Globally Proven Automatic Transmission from AISIN
- Best-in-class NVH



6 Speed Manual Transmission

- Best in class NVH
- Cable shifter with dampers
- Fully synchronized gearbox

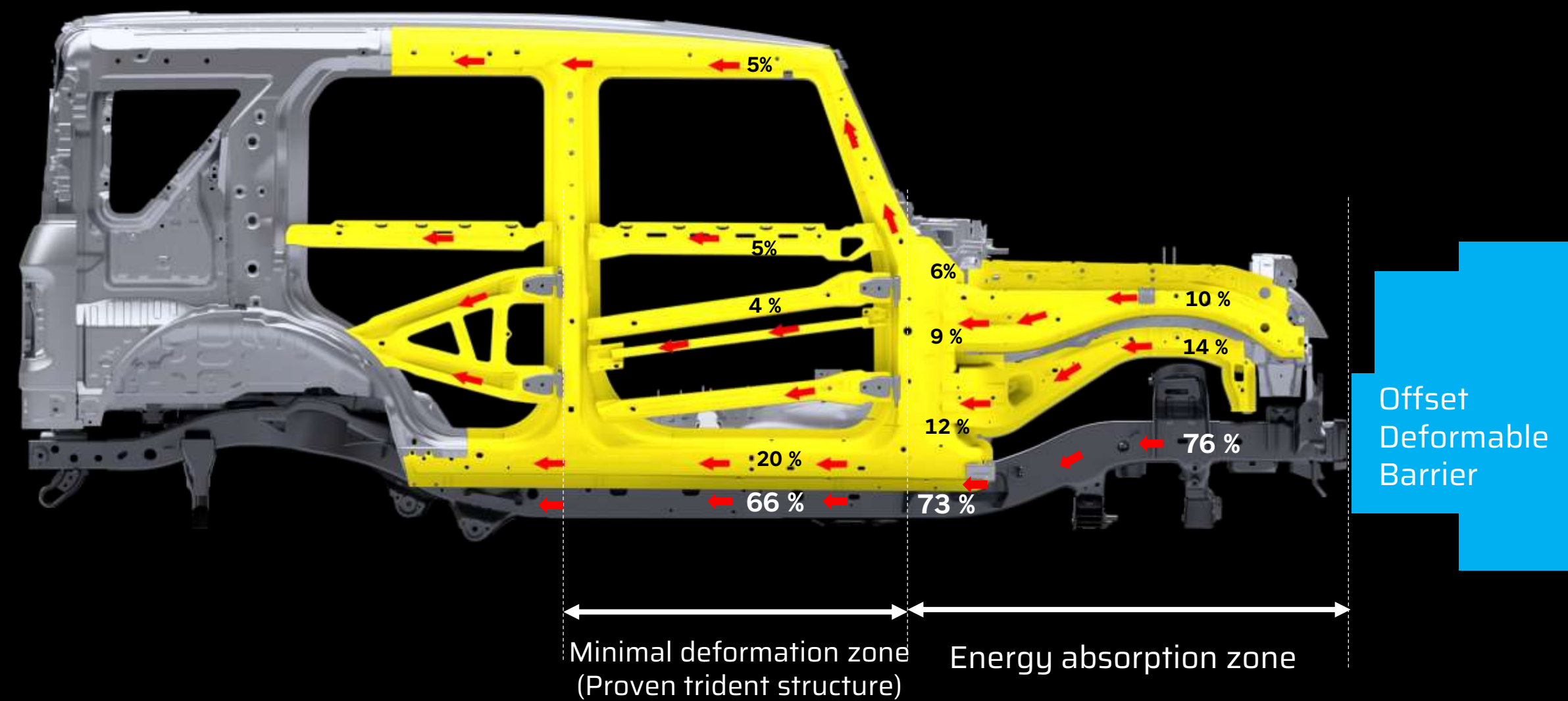


*Japanese technology introduced in XUV700

THE ULTIMATE SAFE MACHINE

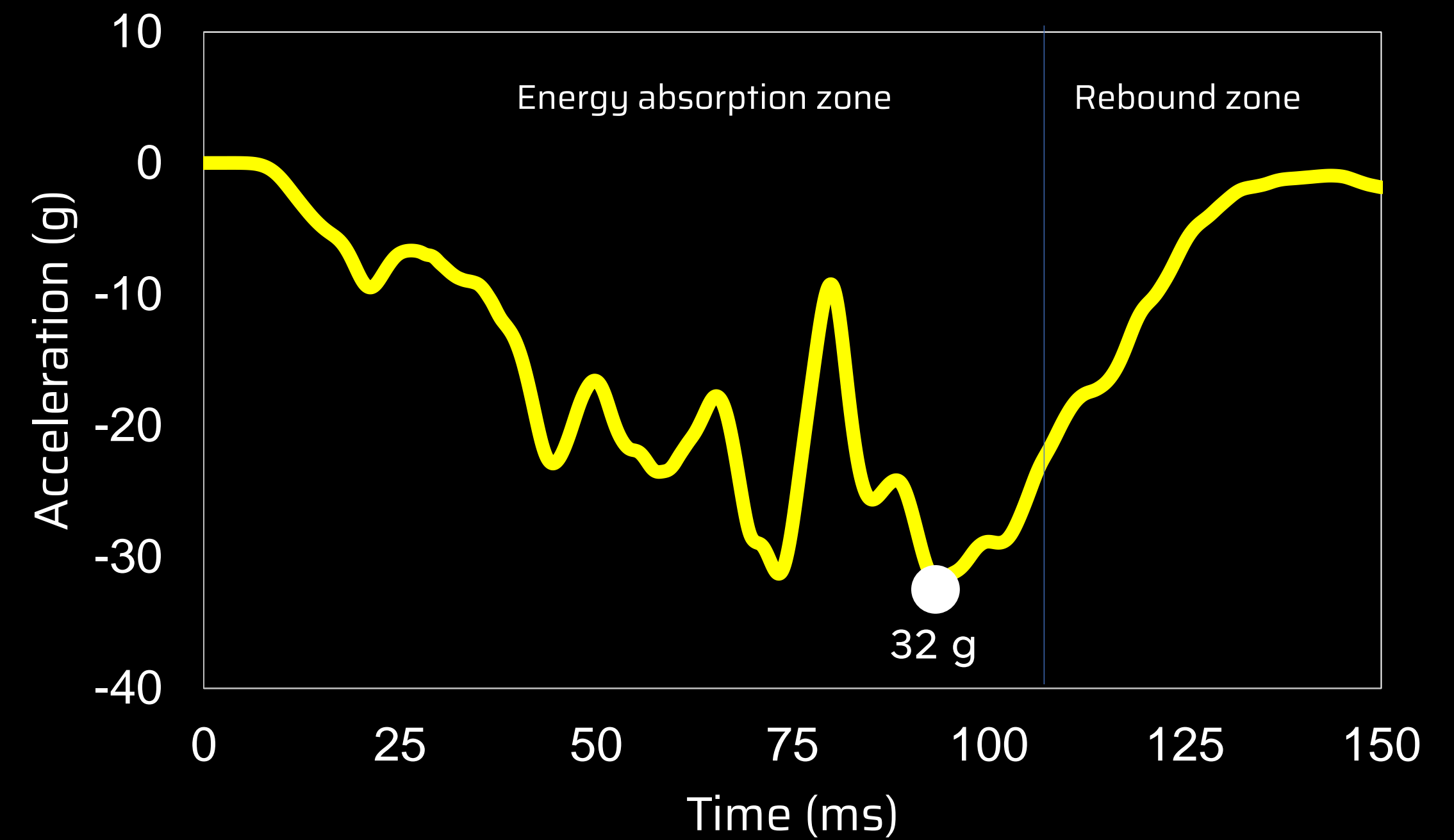
Superior Crash Performance

- Impact force : 227 kN (22.7 ton) at 64 kmph
- Designed to protect against peak deceleration of 32 g
- Frontal crash energy absorption : 363 kJ



Pulse Diagram

Frontal Offset Crash - 64 kmph



'Stable structure, Safe cocoon'

THE ULTIMATE SAFE MACHINE

Comprehensive Safety Package

35+

STANDARD SAFETY FEATURES

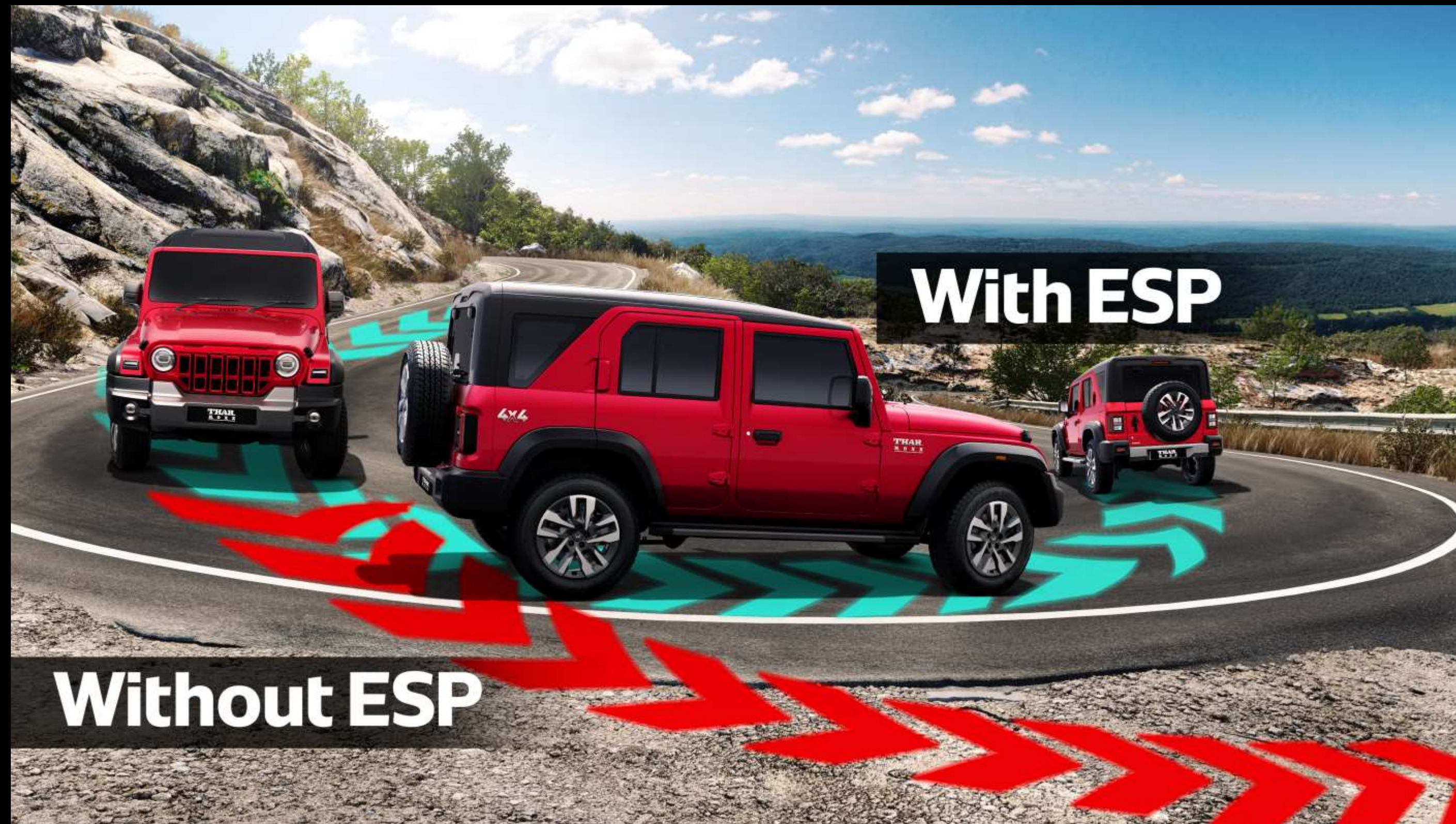


- 6 Airbags
- 3-point seat belt for all seats
- Seat-belt reminders for all seats
- Passenger airbag ON/OFF for child safety
- ISO-FIX child seats with top-tether
- Seat belt height adjuster for front row.

THE ULTIMATE SAFE MACHINE

State-of-the art ESP suite

ESP 9.3 system with improved BLDC motor



Time to lock (TTL) < 550 ms @ 0.9 g

Dynamic Safety Functions

- Vehicle Dynamics Control (VDC)
- Traction Control System (TCS)
- Roll Over Mitigation (ROM)

Other Value-add Functions

- Hill Hold Control (HHC)
- Hill Descent Control (HDC)
- Brake Disc Wiping (BDW)
- Electronic Brake Prefill (EBP)

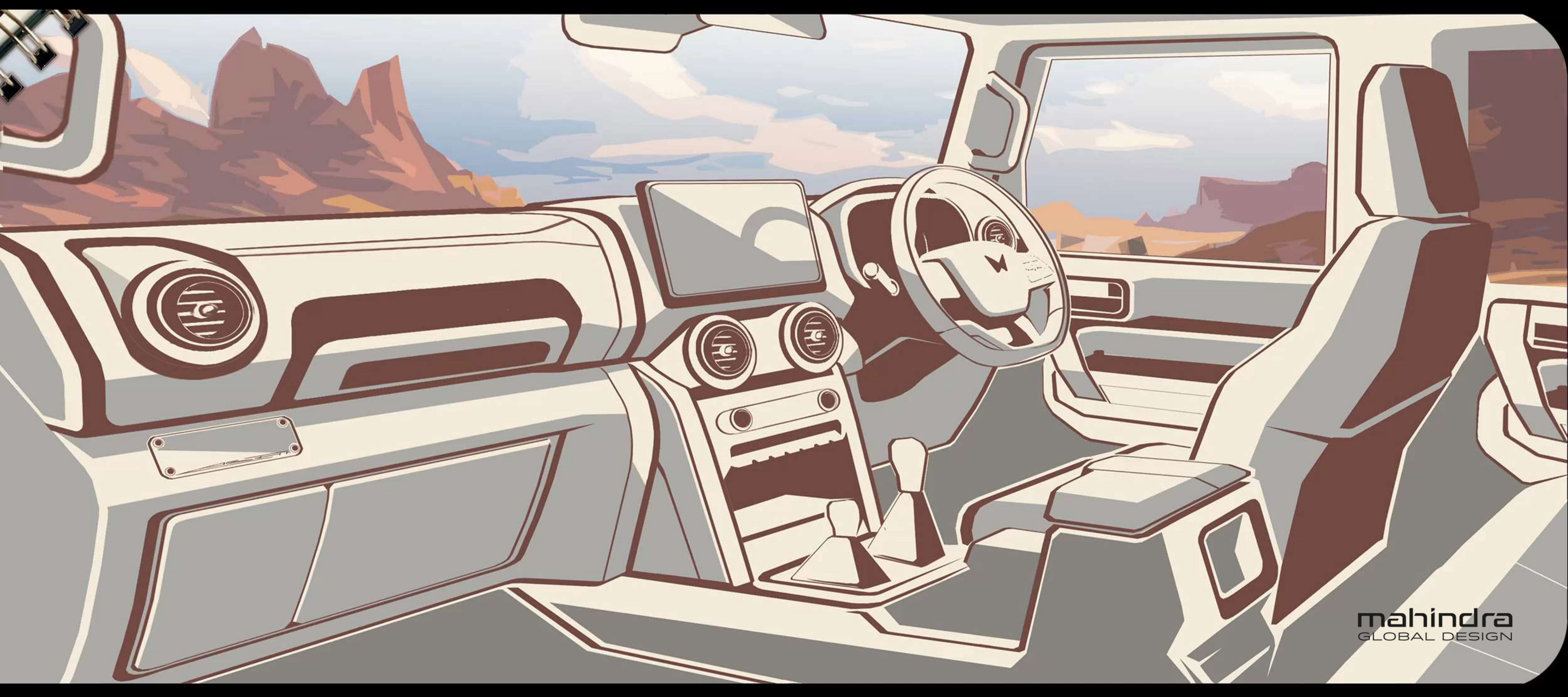


ROCK
THE LUXE LIFE



Interior & Colour Material Finish Design

mahindra
GLOBAL DESIGN

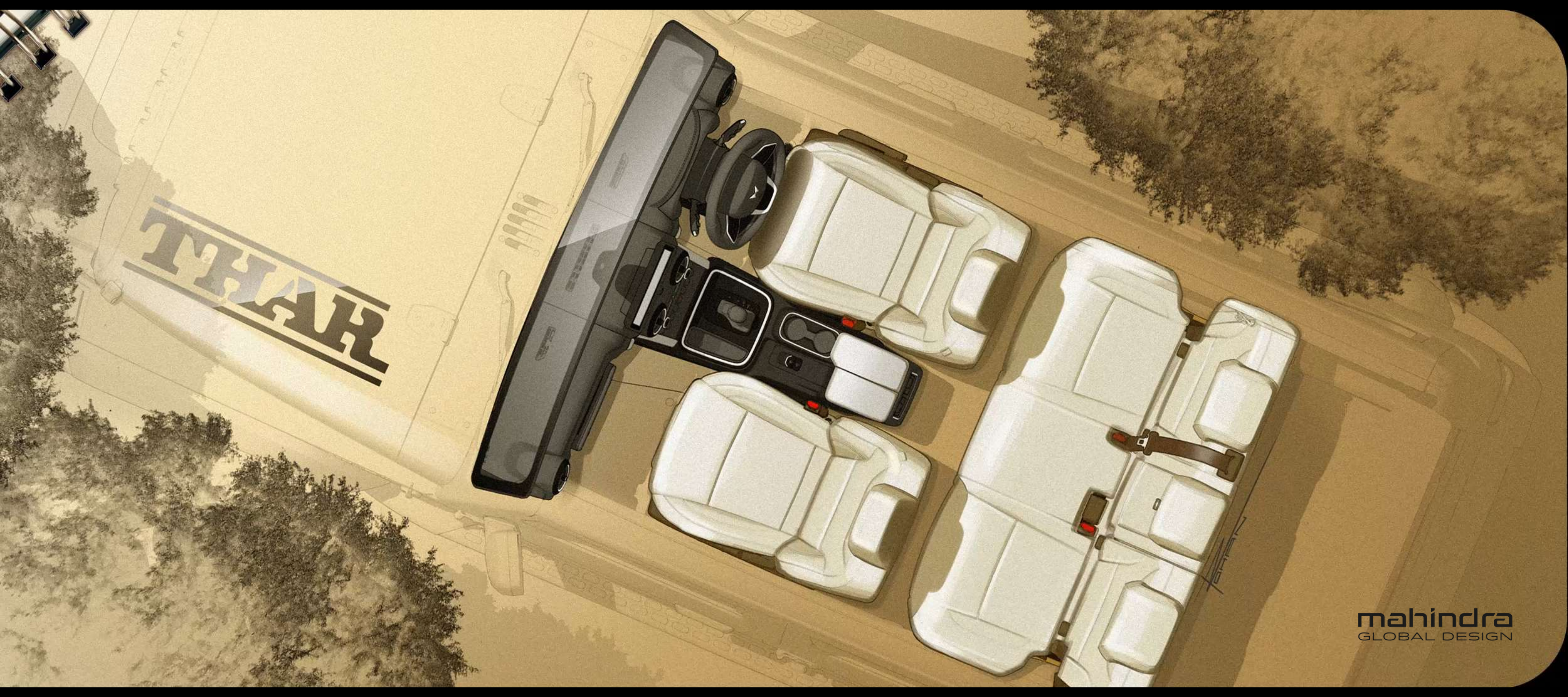


mahindra
GLOBAL DESIGN



mahindra
GLOBAL DESIGN





THAR

mahindra
GLOBAL DESIGN



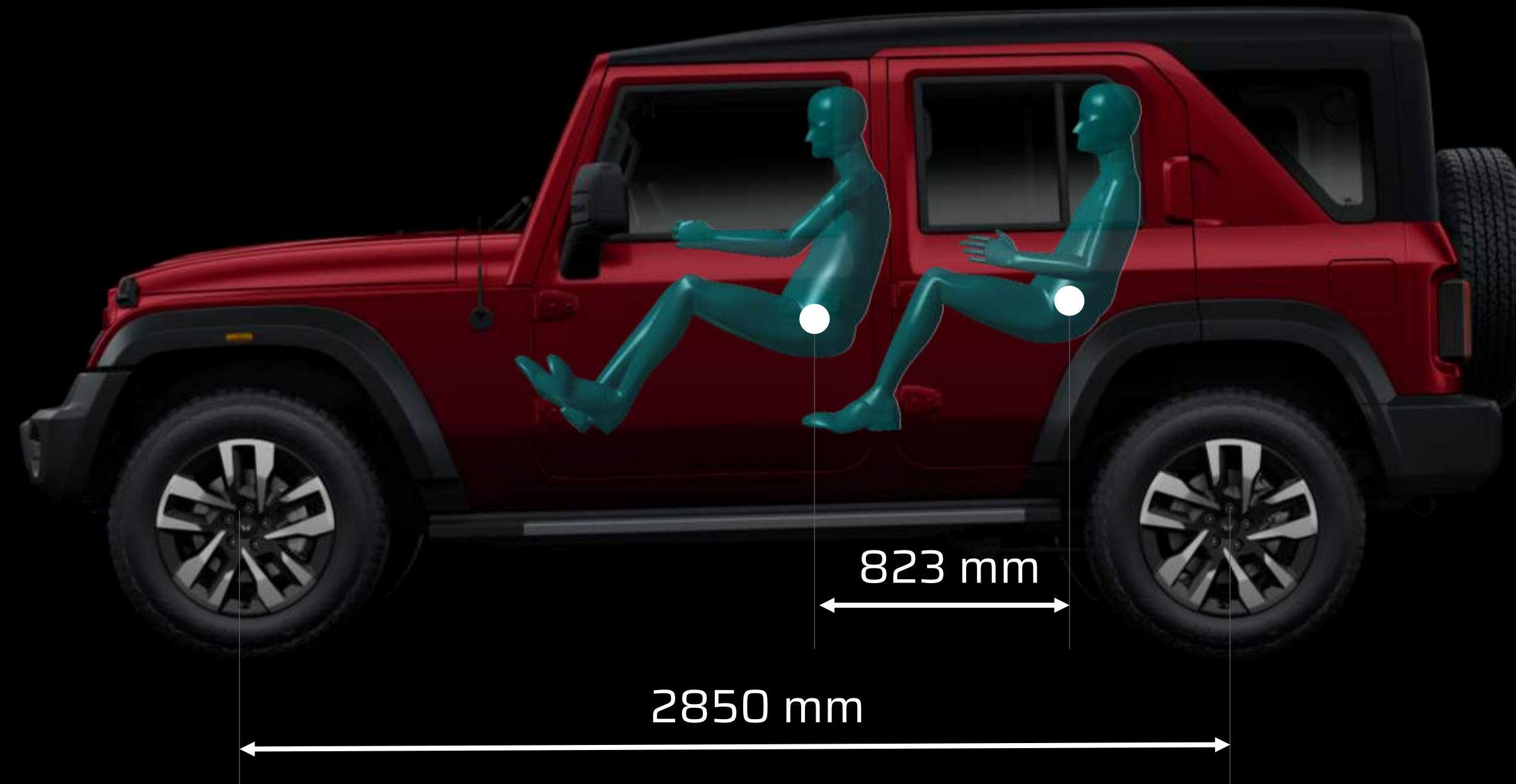
mahindra
GLOBAL DESIGN



mahindra
GLOBAL DESIGN

'THE' SUV : ROCK THE LUXE LIFE

Wheelbase & Couple Distance



PARAMETER

THAR ROXX

#1 C-Segment SUV Player

Wheelbase (mm)

2850

2610

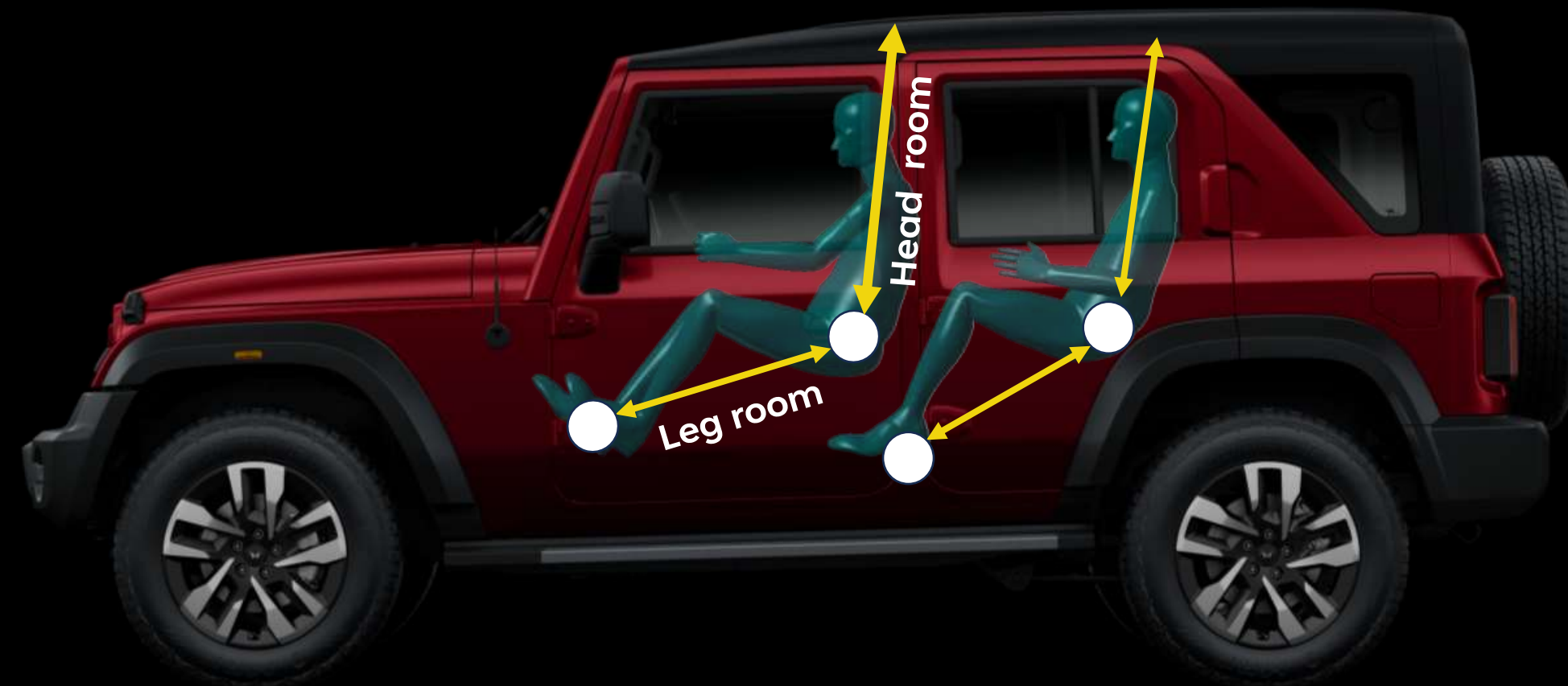
Couple Distance(mm)

823

811

'THE' SUV : ROCK THE LUXE LIFE

Best-in-class Cabin Roominess



PARAMETER

THAR ROXX

#1 C-Segment SUV Player

Leg Room (1st / 2nd row)

1055 / 930

1053 / 900

Head room (1st / 2nd row)

1021 / 985

1011 / 973

Shoulder room (1st / 2nd row)

1418 / 1434

1404 / 1367

Hip Room (1st / 2nd row)

1354 / 1343

1356 / 1322

'THE' SUV : ROCK THE LUXE LIFE

Huge and versatile boot space



60:40 foldable backrest

644 liters
(up to roof)

PARAMETER

THAR ROXX

#1 C-Segment SUV Player

Luggage volume (up to back rest) (VDA - ISO V211)

447

319

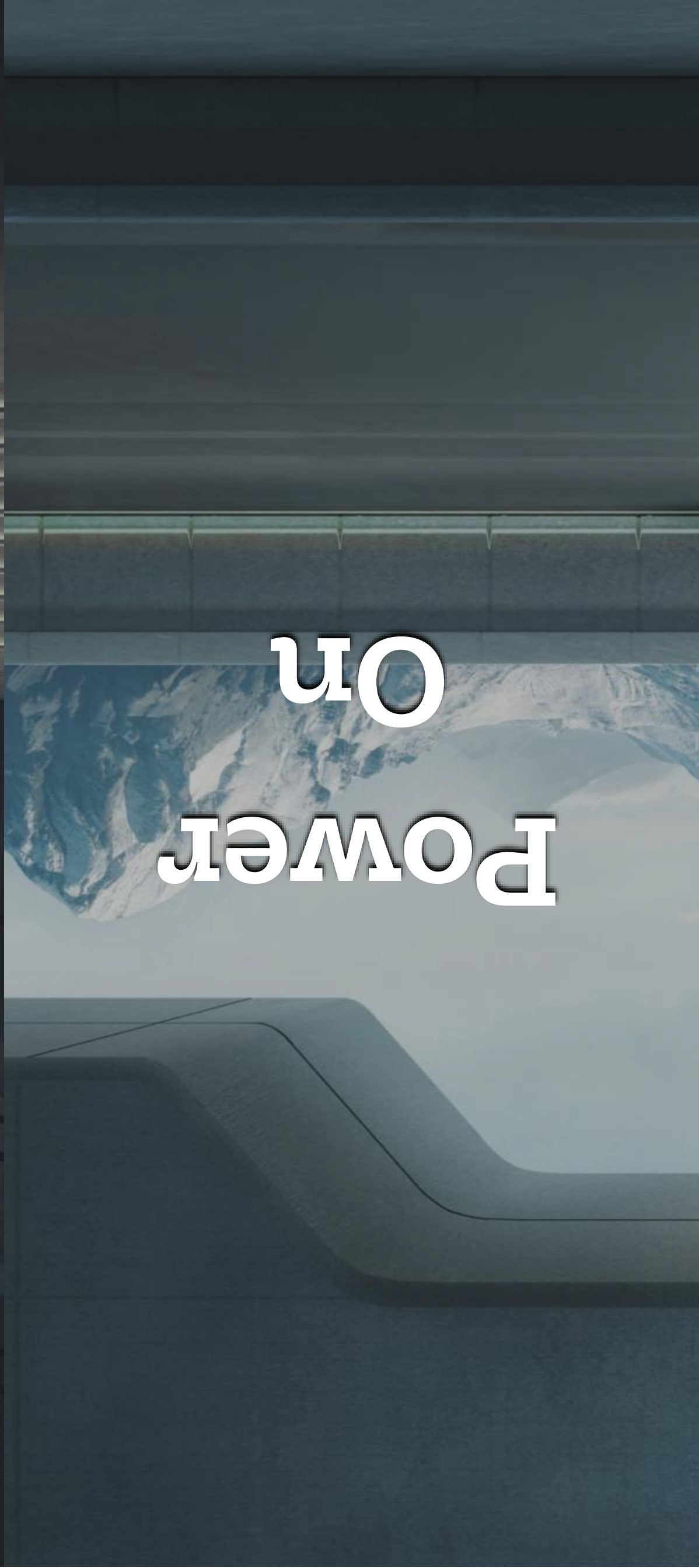
Luggage volume (up to roof) (ISO V215)

644

443



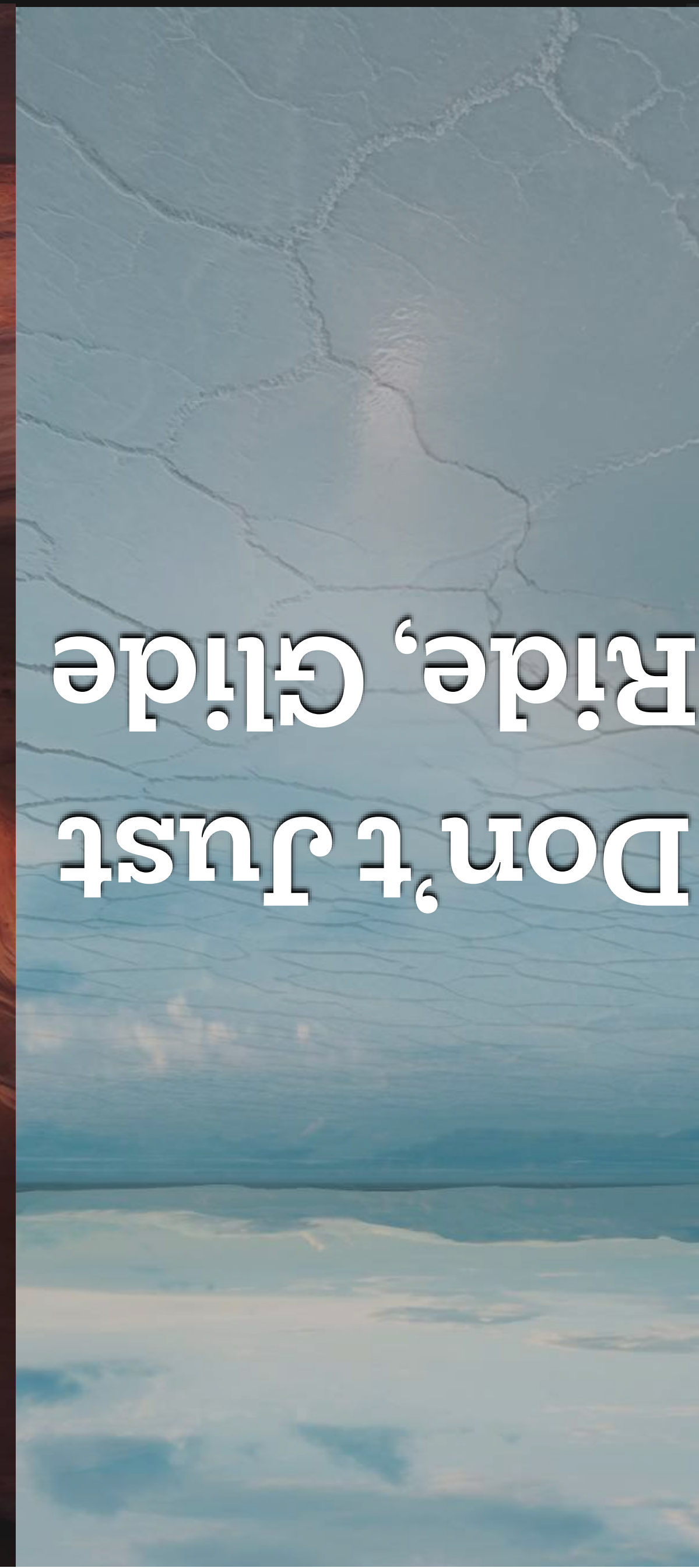
**Rock the
Luxe Life**



**Power
On**



**Get Off
The Tar**



**Don't Just
Ride, Glide**



**Turn
Heads**

'THE' SUV : Tough yet Sophisticated

Skyroof : Experience 'Freedom' like never before

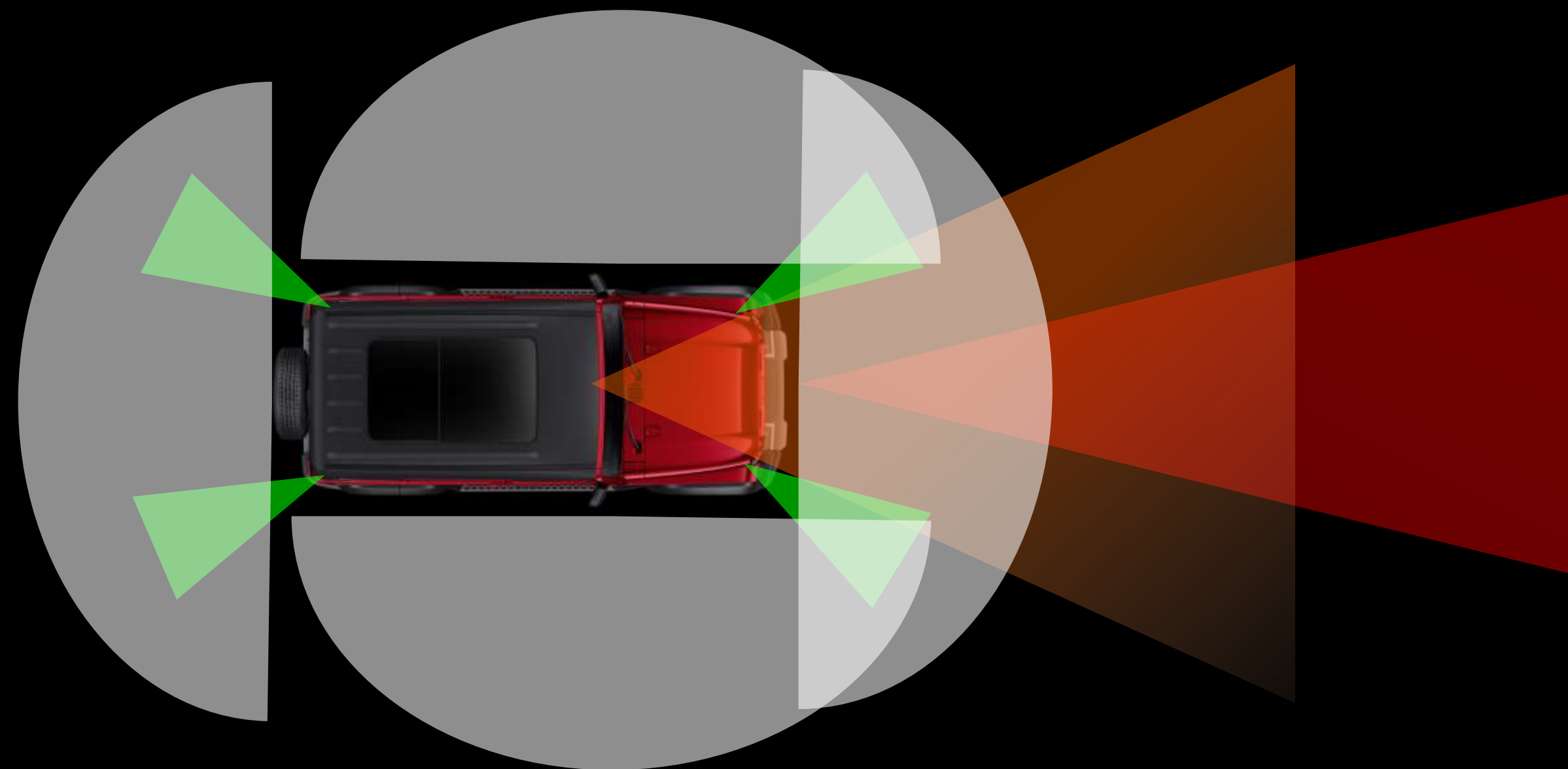


- Glass dimension : 1450 x 900 mm
- Open to Sky : 636 x 731 mm

'THE' SUV : Tough yet Sophisticated

ADAS : Level 2

1R 1V ADAS System



- Front RADAR
- Front Camera
- Surround Cameras
- Ultrasonic sensors

Expansive list of features



- Forward collision warning (FCW)
- Auto Emergency Braking (AEB)
- Adaptive Cruise Control (ACC)
- Smart Pilot Assist (SPA)
- Lane Departure Warning (LDW)
- Lane Keep Assist (LKA)
- Traffic Sign Recognition (TSR)
- High Beam Assist (HBA)

'THE' SUV : Tough yet Sophisticated

Harman/Kardon Branded Audio



- 9 high-performance speakers
- 12-channel dedicated 560 W amplifier
- Clari-Fi (reveal beautiful and delicate audio details)
- Individual Audio Settings
 - Studio
 - QLS (Quantum Logic Surround)
 - Sound Ambience (Stage, Party, Retreat, Immersive)
- VNC+ (Vehicle Noise Compensation)
- 9-Band Equalizer

'THE' SUV : Tough yet Sophisticated

Powered and Ventilated Seats

Powered Seat : Driver

- 6-way adjustable power
- Ergonomic placement of knobs



Ventilated Seats : Driver & Co-Driver

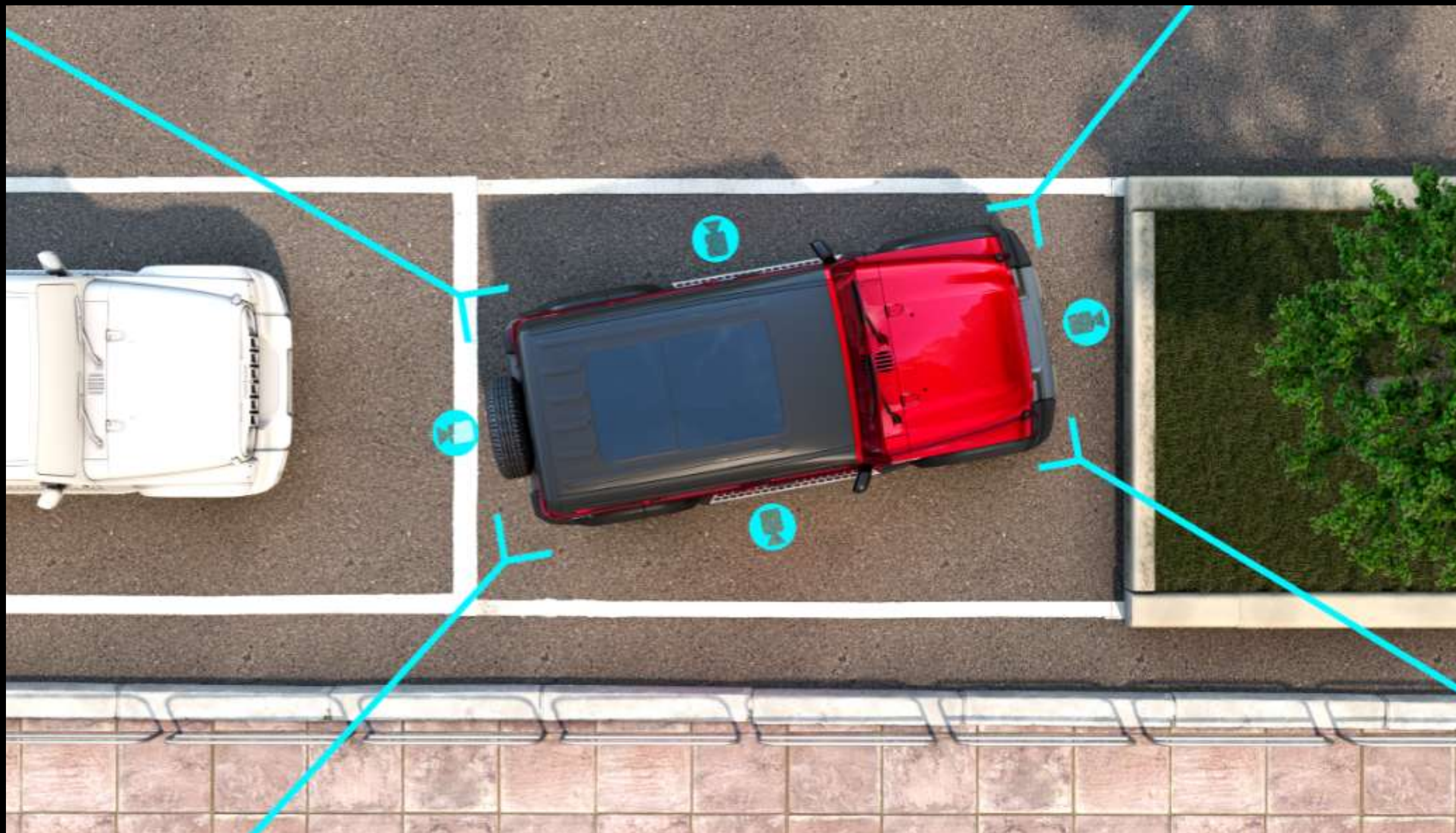
- Low-noise, high-flow fans
- Dedicated fans for cushion and backrest



'THE' SUV : Tough yet Sophisticated

360 deg Surround View System

360 deg Surround View




Feature Packed SVS

- Blind View Monitor
- Front & Rear Parking Sensors
- Drive Video Recording
- Static & Dynamic Guidelines
- Intuitive animations.
- Interactive parking guidance
- Multiple View Options
 - 3D, Transparent, Wide, Full-screen

'THE' SUV : Tough yet Sophisticated

ADRENOX Connect



80+ 

FEATURES

- Trip Summary
- Remote vehicle controls
- M-Lens
- Vehicle status monitoring
- Smart wearables
- In-home Alexa
- OTA Capable

'THE' SUV



Panoramic Sunroof



Soft Touch IP



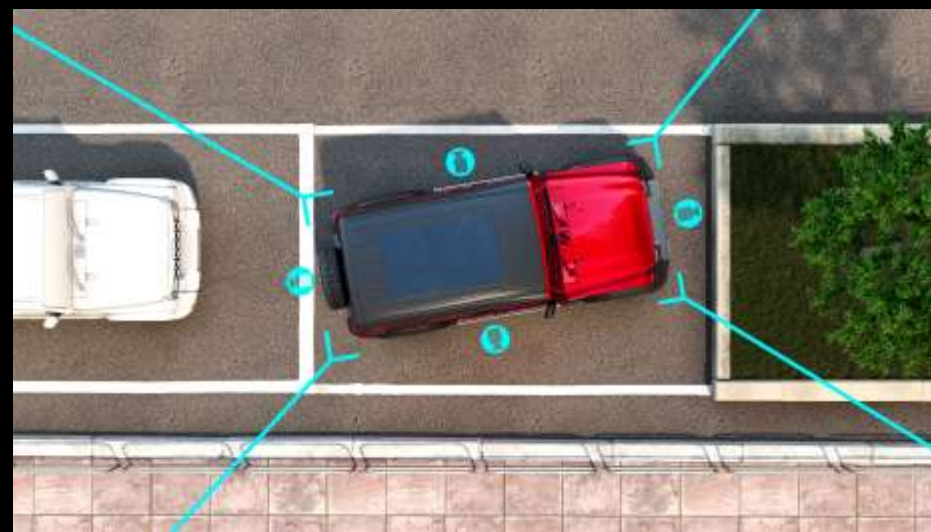
Concert on Wheels



10.25" dual touchscreen



Ventilated & Powered Seats



**360-degree camera with
blind view monitoring**



ADAS Level 2



80+ Connected features







THAR ROXX MX1: Base, But Not Basic!

12.99 Lakh
G MT RWD

13.99 Lakh
D MT RWD

Turn Heads

Thar Iconic Silhouette
LED Projector Headlamps
LED Tail Lamps
R18 Steel Wheels

Don't Just Ride, Glide

M-Glyde Platform
Penta Link Suspension with
Watt's Link
FDD (Frequency Dependent
Damping)
Electronic Power Steering

Get Off the Tar

Brake Locking Differential
Water wading - 650mm
Approach angle - 41.3°
Departure angle - 36.1°

Power On

Power 119 kW; Torque : 330 NM
(Gasoline MT)
Electronic Stability Control (ESC)
6 Airbags standard
3 Point seatbelt for all passengers

Rock the Luxe Life

Premium Embossed Fabric Upholstery
Touchscreen Infotainment (26.03 cm)
Push Button Start
60:40 split rear seat
Rear AC vents & USB-C Port



THAR ROXX MX3: Level Up

14.99 Lakh
G AT RWD

15.99 Lakh
D MT RWD

Turn Heads

Dual-Tone Metal Top

Thar Iconic Silhouette
LED Projector Headlamps
LED Tail Lamps
R18 Steel Wheels

Don't Just Ride, Glide

Drive Modes : Zip, Zoom

Rear Armrest with cupholder
M_GLYDE Platform

Get Off the Tar

**Selectable Terrain Modes : Snow ,
Sand, Mud**

Gen II Adventure statistics
Compass, Roll & Pitch, Altimeter

Power On

Reverse Camera

All 4 Disc Brakes (Petrol AT)

**Hill Hold Control (HHC) & Hill Descent
Control (HDC)**

Traction Control System (TCS)

Rock the Luxe Life

26.03 cm HD Infotainment

Wireless Android Auto & Wired Apple Car Play

Cruise Control

Auto Dimming IRVM

Wireless Charger

One Touch Power Window

THAR ROXX AX3L:

Where Tech takes the wheel

16.99 Lakh
D MT RWD

Turn Heads

Thar Iconic Silhouette
Dual-Tone Metal Top
LED Projector Headlamps
LED Tail Lamps
R18 Steel Wheels

Don't Just Ride, Glide

Drive Modes : Zip, Zoom
Rear Armrest with cupholder
M_GLYDE Platform

Get Off the Tar

Selectable Terrain Modes : Snow ,
Sand, Mud
Gen II Adventure statistics
Compass, Roll & Pitch, Altimeter

Power On

Level 2 ADAS (10 Features)
- Automatic Emergency Braking
Electric Park Brake with Auto Hold
All 4 Disc Brakes (Petrol AT)
Hill Hold Control (HHC) & Hill Descent
Control (HDC)
Traction Control System (TCS)

Rock the Luxe Life

26.03 cm HD Digital Cluster
Adrenox Connect with built-in Alexa
Wireless AACP
Fully Automatic Temperature Control
DTS Sound Staging
26.03 cm HD Infotainment
Cruise Control
Auto Dimming IRVM



THAR ROXX **MX5**: Style meets Substance

16.99 Lakh
D MT RWD

Turn Heads

Single Pane Sunroof
R18 Diamond Cut Alloy Wheels
C-Shaped LED DRL
LED Front Fog Lamp

Power On

4x4 variants
Front Parking Sensors
Reverse Camera
All 4 Disc Brakes (Petrol AT)
Hill Hold Control (HHC) & Hill Descent Control (HDC)
Traction Control System (TCS)

Don't Just Ride, Glide

Acoustic Windshield
Leatherette Seats
Leather Wrapped steering
Drive Modes : Zip, Zoom
M_GLYDE Platform

Rock the Luxe Life

Auto Head Lamp + Auto Wiper
Footwell Lighting
26.03 cm HD Infotainment
Wireless Android Auto & Wired Apple Car Play
Cruise Control
Auto Dimming IRVM

Get Off the Tar

Tyre Pressure Monitoring System
Electronic locking differential (4x4)
Selectable Terrain Modes : Snow , Sand, Mud
Gen II Adventure statistics





THAR ROXX AX5L:

Living life, Fully loaded

18.99 Lacs
D AT RWD

Turn Heads

Single Pane Sunroof

R18 Diamond Cut Alloy
Wheels

C-Shaped LED DRL

LED Front Fog Lamp

Don't Just Ride, Glide

Acoustic Windshield

Leatherette Seats

Leather Wrapped steering

Get Off the Tar

Tyre Pressure Monitoring System

Electronic locking differential (4x4)

Power On

Level 2 ADAS (10 Features)

- **Automatic Emergency Braking**

Electric Park Brake with Auto Hold

Diesel 4x4 variants

Front Parking Sensors

Rock the Luxe Life

26.03 cm HD Infotainment **26.03 cm HD**
Digital Cluster Adrenox Connect with built-
in Alexa

Wireless AACP

Fully Automatic Temperature Control

DTS Sound Staging

Auto Head Lamp + Auto Wiper

Footwell Lighting



**ONE TO
RULE
THEM ALL**



THAR ROXX AX7L: Luxury without Limits

18.99 Lacs
D MT RWD

Turn Heads

Panoramic Skyroof (Largest under 4.5m)

R19 Diamond cut Alloy Wheels

C-Shaped LED DRL

LED Front Fog Lamp

Thar Iconic Silhouette

Don't Just Ride, Glide

Leatherette Wrapped IP, door trims & steering

6 Way Powered driver seat

Front Ventilated Seats

Cooled Glove Box

Acoustic Windshield

Leatherette Seats

Get Off the Tar

SmartCrawl (4x4)

Intelliturn (4x4)

Front Camera

Drive & Terrain modes

Gen II Adventure statistics

Break locking differential

Electronic locking differential (4WD)

Power On

360 Surround view system with Blind view monitor

Obstacle view

Level 2 ADAS

Automatic Emergency Braking

Electric Park Brake with Auto Hold

Rock the Luxe Life

9 Speaker Harman/Kardon branded audio with sub woofer

Power fold ORVM

65 Watt USB-C Charger

26.03 cm HD Infotainment 26.03 cm HD Digital Cluster Adrenox Connect with built-in Alexa

Wireless AACP

Fully Automatic Temperature Control



THAR **R O X X**

Test Drives Start : Sept. 14th

Bookings Start : Oct. 3rd

Deliveries Start : This Dussehra

FREEDOM DRIVE PLAN

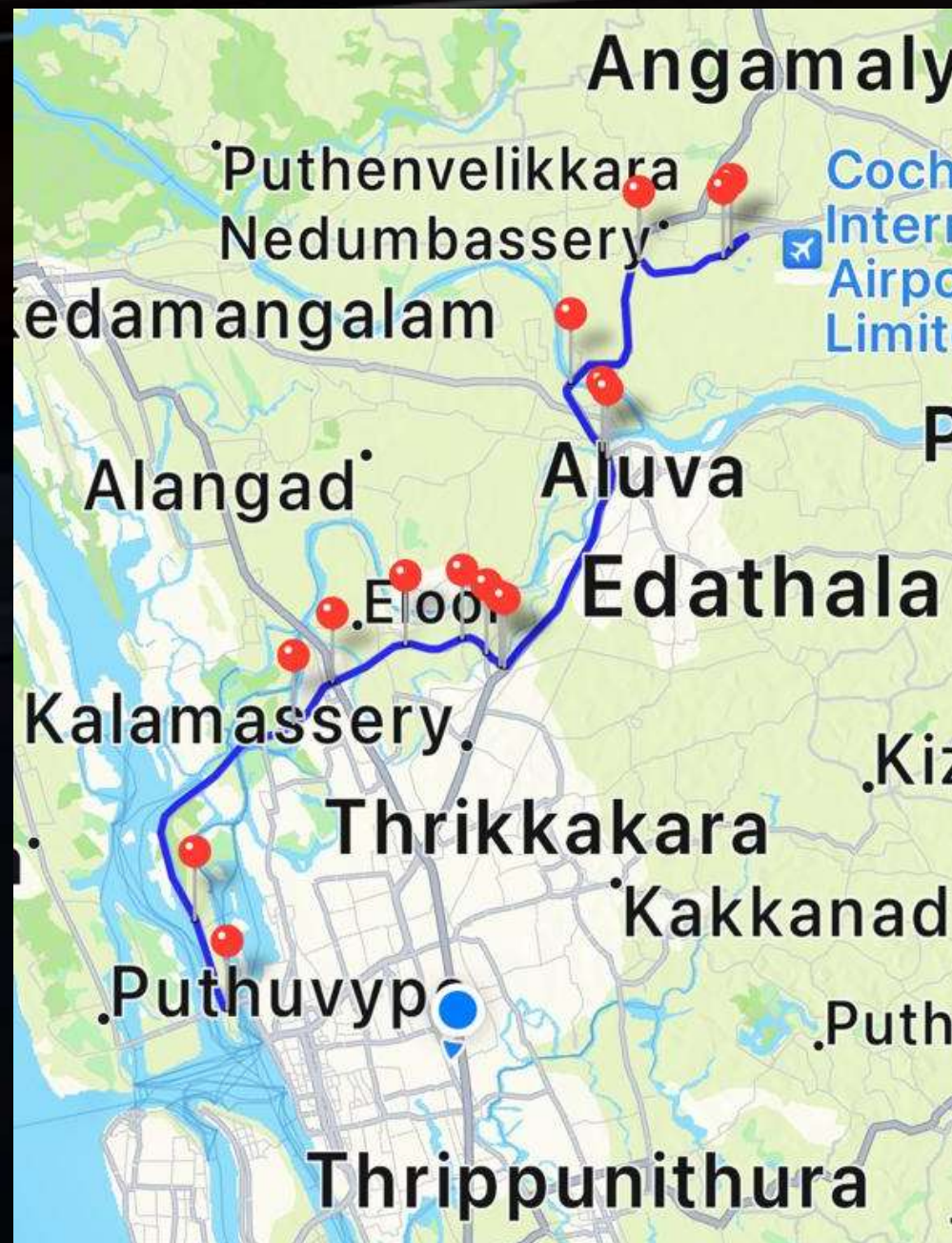
THAR
R O X X



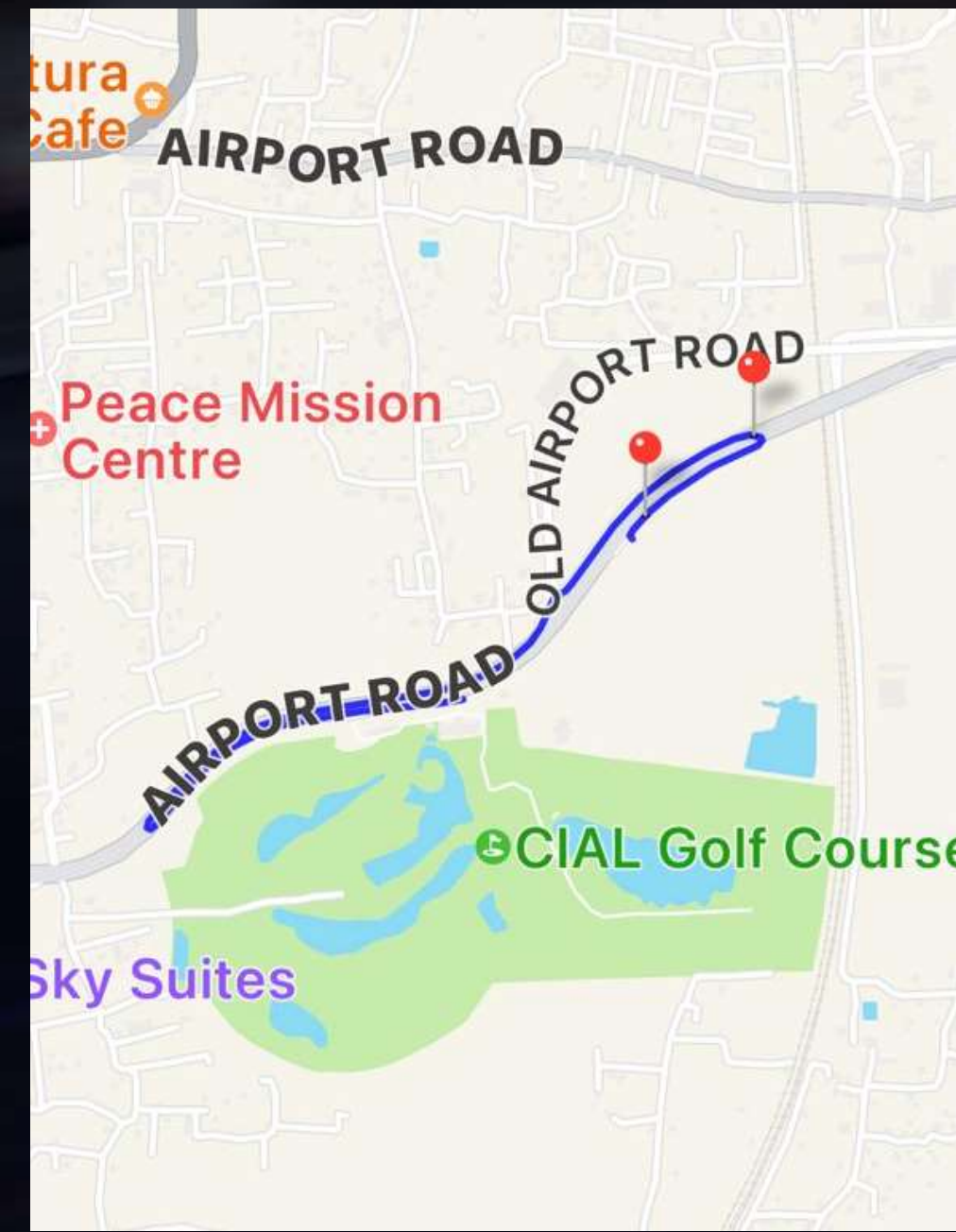
THAR
R O X X

FREEDOM DRIVE ROUTE

Hyatt to golf



Golf to off road
Demo track



The plantation
drive

