

REF:NS:SEC:
4th November, 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.

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

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

Sub: Mahindra debuts Electric Origin SUVs Named XEV 9e and BE 6e
World Premiere at UNLIMIT INDIA, on 26th November in Chennai

Please find enclosed a Press Note issued by 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.: a/a

Press Note

Mahindra debuts Electric Origin SUVs Named XEV 9e and BE 6e

World Premiere at UNLIMIT INDIA, on 26th November in Chennai

Mumbai, November 04, 2024: Mahindra is set to introduce **two pioneering electric brands, XEV and BE** (pronounced *be*), on the Electric Origin **INGLO architecture**, at the **Unlimit India** World Premiere on **November 26, 2024**, in Chennai. Both brands will launch their first flagship products – the **XEV 9e** and the **BE 6e**.

The ground-up INGLO architecture, crafted with an Indian heart and a global outlook, packs intuitive, intelligent, and immersive innovations. From class-leading safety standards to exhilarating performance and impressive range and efficiency, INGLO is designed to deliver a multi-sensory driving experience.

The XEV 9e will redefine electric luxury, while the BE 6e delivers bold, athletic performance – the two Indian icons are ready to beat everyone on the globe with their unmissable design, unparalleled technology and unrivalled performance.

Watch the first teaser: <https://youtu.be/JONZYDoZArA>

For more information, visit [<https://www.mahindraelectricssuv.com/>] or follow us on social media for updates leading up to the launch event.

Social Media Addresses for Mahindra Electric Origin SUVs:

- Brand website: <https://www.mahindraelectricssuv.com/>
- Instagram: @mahindraelectricssuvs
- Twitter (X): @mahindraesuvs
- YouTube: @mahindraelectricssuvs
- Facebook: @mahindraelectricoriginsuvs
- Hashtags: #UnlimitIndia #XEV9e #BE6e #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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