

The image features a central graphic with the text "UNLIMIT INDIA" in a white, sans-serif font. The text is set against a dark background with a glowing sun or light source at the bottom center, creating a lens flare effect. The background also shows a view of Earth from space, with blue oceans and white clouds. The entire scene is framed by several concentric, glowing lines in shades of blue and red, resembling orbital paths or data streams.

UNLIMIT
INDIA

LAST TIME WE MET, WE CELEBRATED THE DEBUT
OF THE NEXT INDIAN ICONS



BE 6

UNLIMIT PERFORMANCE



XEV 90

UNLIMIT LUXURY

BE 6

XEV 90

HEARTCORE
DESIGN



CHARGE.IN
BY mahindra

MAIA

Mahindra Artificial Intelligence Architecture

INGLO

Electric Origin Architecture



BE

Be Bold. Be Fierce. Be Limitless. Just BE.



BE6

BRAND FILM

XEV

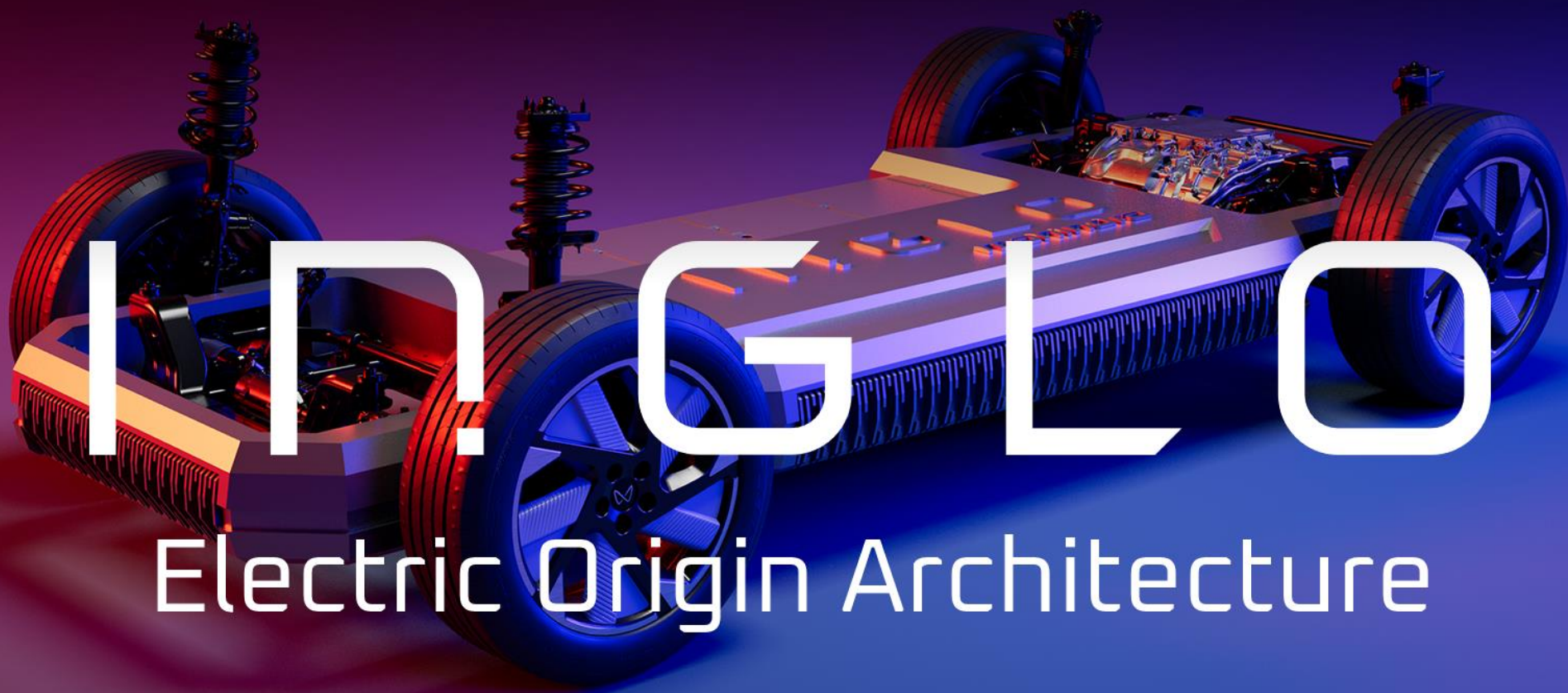
Xperience Suave Intelligence



The background is black with vibrant, curved light streaks in shades of red and purple in the top-right and bottom-left corners. The streaks have a motion-blur effect, creating a sense of speed and energy.

XEV 9E

BRAND FILM



INGLO

Electric Origin Architecture

BREAKTHROUGH BATTERY TECHNOLOGY: TESTED FOR 55 LAKH+ km

Unlimit Peace of Mind with our Lifetime Battery Warranty^

Advanced LFP Blade Cell

79 kWh & 59 kWh

Superfast Charging

20-80% in 20 min*

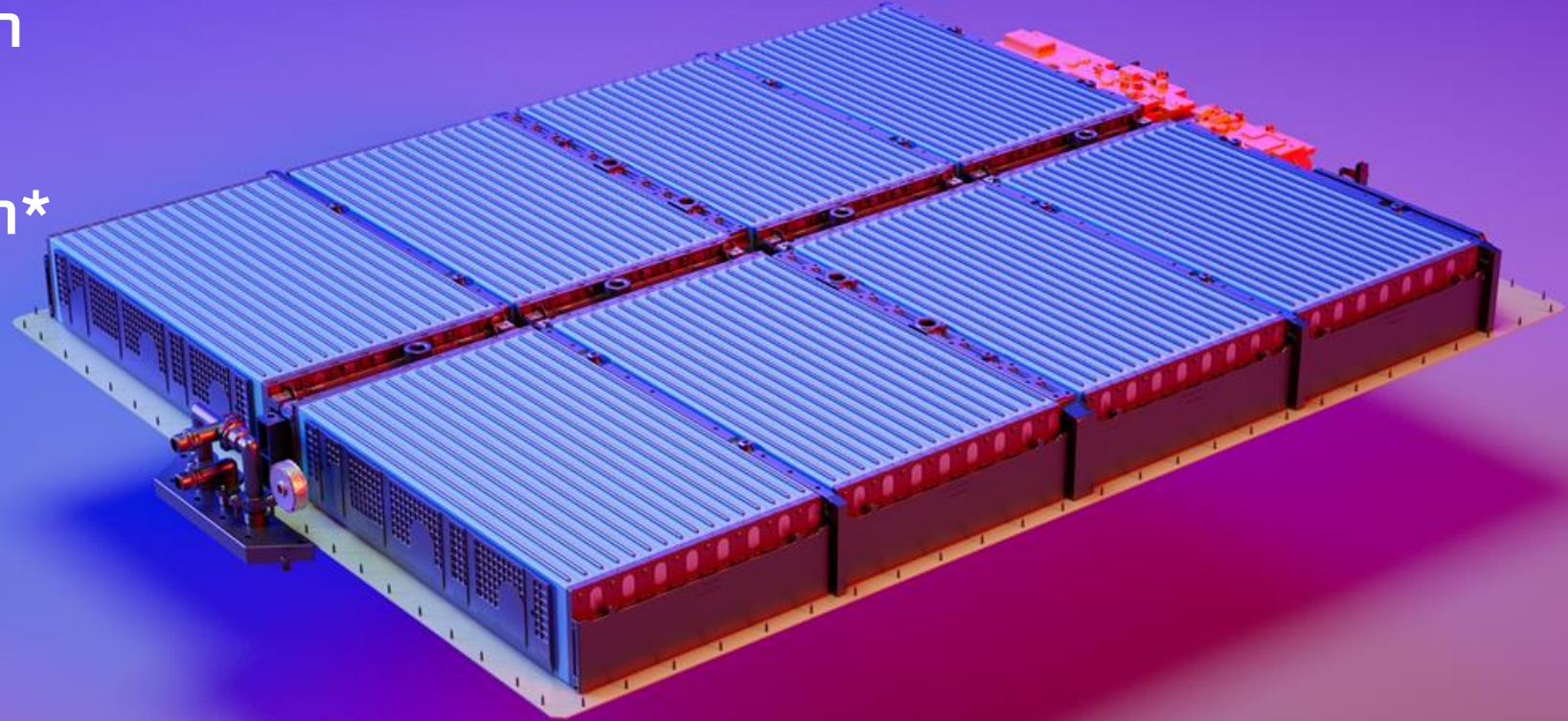
Nail Penetration

Vibration Test

Flame Test

Immersion Test

Crush Test



^For First Registered Owner. Applicable for Private Registration only. In case of ownership change, warranty on HV Battery shall be 10 years or 200,000 km, whichever is earlier from the first ever date of delivery of the vehicle. Full Details will be available at the time of Bookings' commencement.

*175 kW DC Charger



MAIA

Mahindra Artificial Intelligence Architecture

130 Mn+

Lines of Code

80 Bn+

Transistors

51

TOPS

6.0

WiFi

6th Gen

Adreno

1 Gbps

Ethernet



**ON 27th NOV 2024, WE TOOK ON
THE GLOBAL LUXURY BRANDS**

RECAP

BE 6



XEV 90





EX-SHOWROOM PRICE

RECAP

₹ 18.90 Lakh

TERMS:

Above price does not include charger & Installation cost

Two charger options of 7.3 kW and 11.2 kW will be made available on chargeable basis

XEV 90



EX-SHOWROOM PRICE

RECAP

₹ 21.90 Lakh

TERMS:

Above price does not include charger & Installation cost

Two charger options of 7.3 kW and 11.2 kW will be made available on chargeable basis



UNLIMIT LOVE ACROSS INDIA & BEYOND ...

NEVER-BEFORE-SEEN SUVs. NEVER-BEFORE-SEEN LAUNCH BUZZ.

250,000

Live Concurrent Viewers on X (Twitter) – Highest Ever

1.44 Billion+

Estimated Video Views

165 Million+

Estimated Reach

and counting...

INDIA WAS ENAMORED BY OUR eSUVs' CUTTING-EDGE TECH

POSITIVE RESPONSE FROM AUTO AND TECH EXPERTS

"Mahindra BE 6 and XEV 9e unveiled. Mahindra say they will match up or beat expensive luxury brands ranging between 50-70L on every count and sets out to elaborate. Sure looks it so far!"

"Mahindra BE 6. Tesla Killer! The car that may kill all EV brands worldwide. Share this with anyone looking to buy a car right now! The sexiest, most tech features in an EV ever. Stunning looks, incredibly fast charging times, a processor faster than your laptop and phone too! This car does it all!"

FROM EVERY WALK OF LIFE – LEADERS AND WINNERS...



Anupam Mittal ✓
@AnupamMittal

Amaze! While most EV makers are competing on logic such as cost of ownership (tough sell) @mahindraesuvs have reinvented the game with their EV lineup – highly desirable, aspirational and affordable EVs – perhaps most aggressive design & features in the world, from India 🇮🇳 – just wow @anandmahindra 🤔 When can I get me one?

...



Vijay Shekhar Sharma ✓
@vijayshekhar

Awesome cars from Mahindra.
Absolutely top class 👍

OUR eSUVs EVEN IMPRESSED THOSE WHO LIVE BY THE SPIRIT OF UNLIMIT INDIA



"Delighted to get a demonstration of these stunning electric vehicles during my meeting with @MahindraRise CEO and MD Anish Shah. Under 'Make in India' Modi government is working to create the best EV ecosystem in the world!"

- Shri Piyush Goel

Hon'ble Union Minister of Commerce & Industry, Consumer Affairs & Food & Public Distribution and Textiles, Government of India



"महिन्द्रा की हाल ही में लाँच हुई दो इलेक्ट्रिक कार को देखकर मन प्रसन्न हुआ! अत्याधुनिक तकनीक का इस्तेमाल कर भारतीय कंपनियाँ भी दुनियाँ के ऑटोमोबाइल मार्केट में टक्कर दे रही है, यह आनंद और अभिमान की बात है। इलेक्ट्रिक गाड़ीयां भविष्य है। इस दिशा में प्रयासरत सभी का अभिनंदन और उन्हें शुभकामनाएं।"

- Shri Nitin Gadkari

Hon'ble Union Minister of Road Transport and Highways, Government of India

AND CONSUMERS HAVE SHOWN A STRONG DESIRE TO ADOPT PREMIUM TECH

"Mahindra, never had so much respect for you folks. What you're doing to the Indian automobile industry is akin to a revolution. Take a bow."

One of the best launches in recent times. They have planned the whole event, across days, meticulously and executed it brilliantly. It like sustained bombardment of 'WoW' features/videos one after the other.

My wife only saw this (GrooveMe) reel on Insta and decided that we are buying this as the next car.



"These cars are going to transform the Indian automotive scene for forever.

I wonder how Mahindra managed to offer so many unheard features for most people in the segment below 25 lakh. Not only the electronic gimmicky features, but their full blown mechanical capabilities add huge aspirational value to these cars.

Man, I thought we got to know about every feature about these ultra modern cars by now but then I saw the sunroof lighting in this TBhp review here, that I never saw or heard in any car."

"Mahindra has made EV as an object of desire in India!!!"

The background features a series of concentric, glowing circles in shades of blue and pink, creating a tunnel-like effect. The circles are centered around the text and radiate outwards, with the innermost circles being the most vibrant and the outer ones fading into the black background.

**OUR VISION
& PLAN OF ACTION**

A man in a dark suit is driving a car. The interior is dimly lit, with a focus on the dashboard and steering wheel. The man is looking forward with a serious expression. The text is overlaid on the image.

UNLIMIT TECHNOLOGY

Redefining Luxury by Democratizing
Game Changing Features for All

UNLIMIT RANGE

Paving the way for effortless EV adoption
with 500+ km Real-World Range

A dark-colored SUV is shown in motion on a road at night. The background features blurred city buildings and streetlights, creating a sense of speed and urban environment. The car is positioned in the lower-left to center area of the frame.

UNLIMIT OWNERSHIP

Revolutionizing Finance for easy
access to luxury



UNLIMIT MARKET LEADERSHIP

Mainstreaming Luxury with
5000 units of BE 6 and XEV 9e monthly
in the initial part of Launch

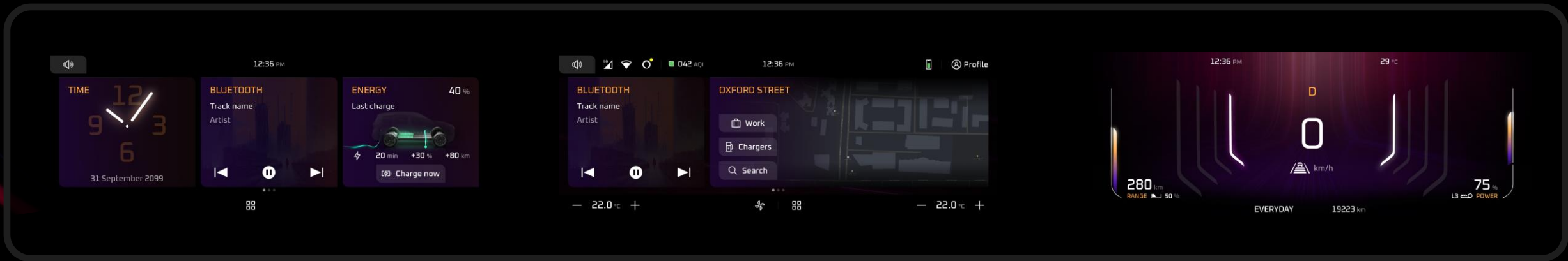


PRESENTING THE TOP 10 HERO FEATURES OF PACK THREE



LOVE EXPANDS PERSPECTIVE

Experience the 110cm wide Cinemascope



LOVE GETS THE HEART RACING

Race-Ready Digital Cockpit



LOVE IS ALWAYS IN YOUR LINE OF SIGHT

Augment your Reality with VisionX



500 m Kalyani Na...  50 50 km/h     Kala chashma 02:36

Driver

104 km

29°C

N

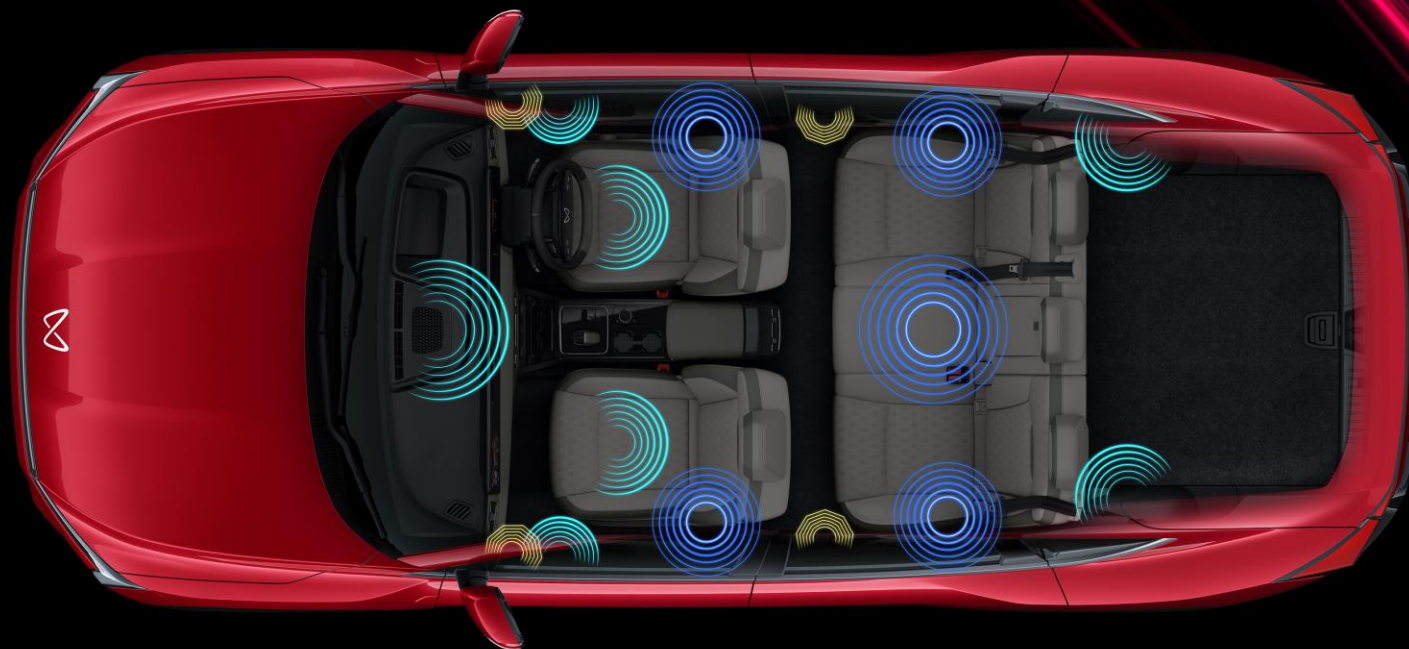
The image shows the interior of a car, focusing on the ceiling and front seats. The ceiling is illuminated with a vibrant red light that forms a complex, repeating geometric pattern of triangles and polygons. The front seats are visible in the foreground, with a blue ambient light strip running along the bottom edge of the seat area. The overall atmosphere is futuristic and high-tech.

LOVE LIGHTS UP YOUR WORLD

16 million hues in the
sky, all yours with the
Infinity Roof

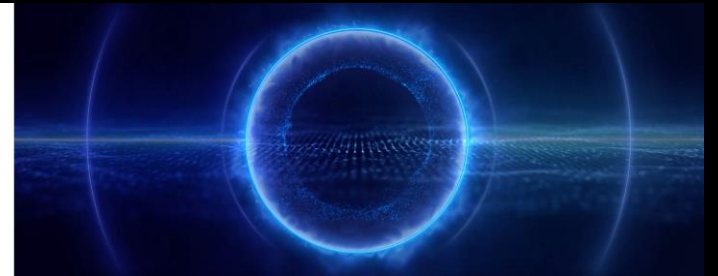
EVERY BEAT A HEARTBEAT

Sonic Studio
experience with
16 Speaker
Harman Kardon
with Dolby Atmos



LOVE LETS YOU BE

LiveYourMood - Cozy, Calm & Club



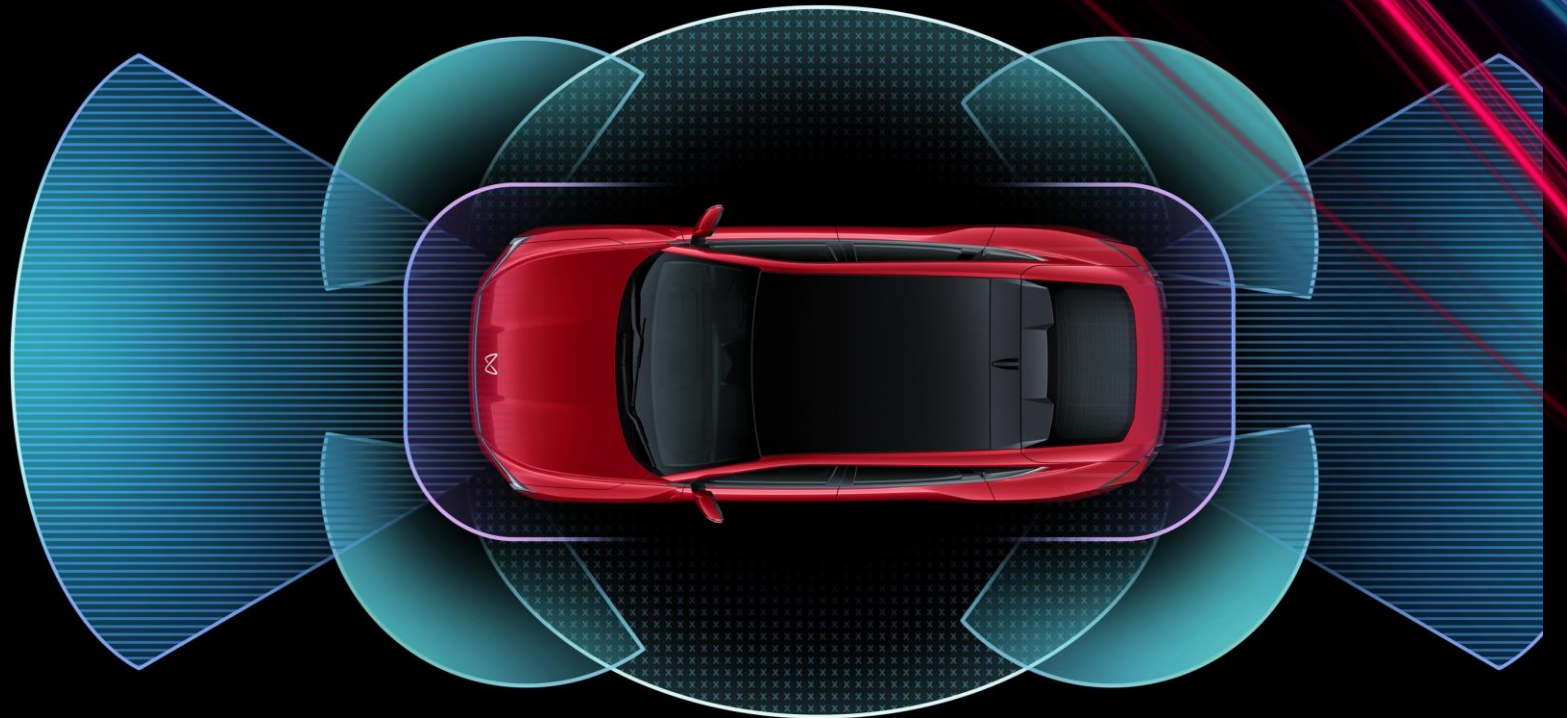
FROM ECO TO EGO

Multi Drive Modes Range, Everyday, Race



LOVE'S GOT YOUR BACK
& FRONT & SIDES

ADAS Level 2+
with 5 Radars
1 Vision System



LOVE IS IN TUNE WITH
YOUR EVERY MOVE

EyeDentity

A wide FOV camera that
tracks fatigue and sends
alerts



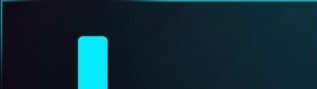
LOVE'S WATCHING,
EVEN WHEN YOU'RE NOT

Secure360
5 cameras for that
Z-class security



LOVE WILL ALWAYS FIND A WAY

AutoPark*



*As per applicable terms & conditions

BE6

THREE



Performance

79 kWh & 59 kWh Battery Pack options
Superfast Charging Capability: 20 to 80% in just 20 min with 175 kW DC Charger
Best-in-class Power of 210 kW with 79 kWh battery pack
Intelligent Adaptive Suspension
iLink Front Suspension & 5-Link Rear Suspension
MTV-CL technology
Adaptive Cruise Control
Multiple Driving Modes with Boost Mode
One-touch Single Pedal Drive
SonicSuite with Virtual Engine Sounds
Low Rolling Resistance Tyres
Silent Tyres with NVH Reduction

Design

Signature C-shaped LED DRLs & Tail lamps
Start-up Lighting Sequence
Sequential Turn Indicators
Centre Animation Tail Lamp
R19 & Optional R20 Alloy Wheels
Infinity Roof with dynamic lights
LightMeUp - Ambient lighting with 16 Million colours
Leatherette Seat Upholstery
Leatherette Steering Wheel
Night Trail - Carpet Lamps
CapTouch Switches on Console & Steering Wheel
Soft Wrapped Interiors
Illuminated Logo
Parcel shelf

Technology

Qualcomm 8295 Snapdragon Chipset with 24 GB RAM & 128 GB Storage
Autopark
Sonic Studio by Mahindra: 16 Speaker Harman/Kardon Audio with Dolby Atmos
Video Calling
Wireless Charging (Dual)
Wireless Android Auto & Apple CarPlay
Superfast 5G Connectivity
60+ entertainment & work apps (OTT movies, games, social, shopping, audio)
BYOD In-Car experience
VR LED Air Filtration
Auto Defogger for Windshield
65 W Type C Fast Charging Ports

Safety

VisionX – AR HUD
L2+ ADAS with 5 Radars & 1 Vision Camera
• Driver Initiated Auto Lane Change
• Lane centring & emergency steering assist
• Blind Spot Detection
• Front & Rear Cross Traffic Alert
Eyedentity – DOMS
7 Airbags
360 degree Camera
Blind View Monitor
Secure 360 – Live view & recording
Intelligent Electronic Brake Booster
Electronic Parking Brake
Front Fog Lamps
Cornering Lamps
Auto Booster Lamps
TPMS

Comfort & Convenience

6 way Adjustable Powered Driver Seat + 2 way Adjustable Manual Lumbar
Ventilated Front Row Seats
BYOD – Mounting Provision on Seats
60:40 Split in 2nd Row Seats with 2-Step Recline

Electrically Deployed Flush Door Handles
Auto Fold ORVMs
ORVM Auto Tilt on Reverse
Passive Keyless Entry (PKE)
Push Button Start
Power Operated Tailgate (with Gesture Control)

Dual Zone Auto-Climate Control with Rear AC Vents
Smart climate control - PawPal (Pet mode) & CampMe (Camp mode)
Acoustic laminated door glass
Spacious Frunk (45 L) & Trunk (455 L)
Auto Dimming IRVM

Auto Headlamps
Rain Sensing Smart Wipers
Tilt & Telescopic Steering
Cooled Console Storage

BE 6

THREE



VARIANT FILM



Global Luxury Brand M Electric (India Spec)

Motor: 210 kW & 380 Nm

140 kW & 385 Nm

Battery: 79 kWh

70.5 kWh

Intelligent Adaptive Suspension

X

Dual Screen - 12.3" x 2 set up

X
(10.3" x 2)

Infinity Roof with LightMeUp

X

Sonic Studio - 16 speakers Harman Kardon system, 1400W

X
(12 Speaker, Burmester, 710W)

Dolby Atmos

✓

VisionX (AR-HUD)

X

Auto Park with remote parking capability

X
(without remote park)

EyeDentity - in Car Camera
(Driver Occupant Monitoring System)

X
(sensor based)

Approx. INR 72 Lakhs
(On Road Mumbai)



EX-SHOWROOM PRICE

₹ 26.90 Lakh

with 79 kWh Battery Pack + R19 Alloy Wheels

TERMS:

Above price does not include charger & Installation cost

Billing will be done with either of the two charger options, 7.3 kW or 11.2 kW on a chargeable basis

XEV 90

THREE



Performance

79 kWh & 59 kWh Battery Pack options
Superfast Charging Capability: 20 to 80% in just 20 min with 175 kW DC Charger
Best-in-class Power of 210 kW with 79 kWh battery pack
Intelligent Adaptive Suspension
iLink Front Suspension & 5-Link Rear Suspension
MTV-CL technology
Adaptive Cruise Control
Multiple Driving Modes with Boost Mode
One-touch Single Pedal Drive
SonicSuite with Virtual Engine Sounds
Low Rolling Resistance Tyres
Silent Tyres with NVH Reduction

Design

Bi-LED Headlamps & LED Tail lamps
LED DRLs with Centre Signature Lamp
R19 & Optional R20 Alloy Wheels
Infinity Roof with dynamic lights
LightMeUp - Ambient lighting with 16 Million colours
Soft Wrapped Interior Trims
Night Trail - Carpet Lamps
CapTouch Switches on Console & Steering Wheel
Leatherette Seat Upholstery
Leatherette Steering Wheel
Sequential Turn Indicators
Start-up Lighting Sequence
Illuminated Logo

Technology

Qualcomm 8295 Snapdragon Chipset with 24 GB RAM & 128 GB Storage
Coast-to-Coast Triple Super Screens
Autopark – Including via Key & Mobile
Sonic Studio by Mahindra: 16 Speaker Harman/Kardon Audio with Dolby Atmos
Video Calling
Wireless Charging (Front & Rear)
Wireless Android Auto & Apple CarPlay
Superfast 5G Connectivity
60+ entertainment & work apps (OTT movies, games, social, shopping, audio)
BYOD In-Car experience
VR LED Air Filtration
Auto Defogger for Windshield
65 W Type C Fast Charging Ports

Safety

VisionX – AR HUD
L2+ ADAS with 5 Radars & 1 Vision Camera
• Driver Initiated Auto Lane Change
• Lane centring & emergency steering assist
• Blind Spot Detection
• Front & Rear Cross Traffic Alert
Eyedentity – DOMS
7 Airbags
360 degree Camera
Blind View Monitor
Secure 360 – Live view & recording
Intelligent Electronic Brake Booster
Electronic Parking Brake
Front Fog Lamps
Cornering Lamps
Auto Booster Lamps
TPMS

Comfort & Convenience

6 way Adjustable Powered Driver Seat + 2 way Adjustable Manual Lumbar
Ventilated Front Row Seats
BYOD – Mounting Provision on Seats
60:40 Split in 2nd Row Seats with Multi-step Recline

Electrically Deployed Flush Door Handles
Auto Fold ORVMs
ORVM Auto Tilt on Reverse
Passive Keyless Entry (PKE)
Push Button Start
Power Operated Tailgate (with Gesture Control)

Dual Zone Auto-Climate Control with Rear AC Vents
Smart climate control - PawPal (Pet mode) & CampMe (Camp mode)
Acoustic laminated door glass
Spacious Frunk (150 L) & Trunk (663 L)
Auto Dimming IRVM

Auto Headlamps
Rain Sensing Smart Wipers
Tilt & Telescopic Steering
Co-driver Ergo lever
Tonneau cover
Cooled Console Storage

XEV 9E

THREE



VARIANT FILM



Global Luxury Brand

	T	A Electric	B Electric
Motor: 210 kW & 380 Nm	250 kW & 450 Nm	210 kW & 545 Nm	210 kW & 400 Nm
Battery: 79kWh	78 kWh	82 kWh	73.8 kWh
Intelligent Adaptive Suspension	X	✓	✓
Coast to Coast 12.3" Triple screen set up	X <i>(Single screen ,15")</i>	X <i>(Dual screen 11.6" + 10.3")</i>	X <i>(Dual screen 12.3" x 2)</i>
Infinity Roof with LightMeUp	X	X	X
Sonic Studio - 16 speakers Harman Kardon system, 1400W	X <i>(14 Speakers, 600W)</i>	X <i>(10 Speakers, SONOS, 580W)</i>	X <i>(16 Speaker, Harman Kadron, 464W)</i>
Dolby Atmos	X	X	X
VisionX (AR-HUD)	X	✓	X
Auto Park (with remote parking capability)	✓	X <i>(without remote park)</i>	✓
EyeDentity - in Car Camera (DOMS)	✓	X <i>(sensor based)</i>	X <i>(sensor based)</i>
	GBP 51,500 (ESR)	GBP 61,770 (ESR)	GBP 67,255 (ESR)

XEV 9e

THREE



T1 (top 2 variants)

Avg Vol ~ 7k per month

Motor: 210 kW & 380 Nm

FWD: 137 kW & 188Nm

Battery: 79kWh

Intelligent Adaptive Suspension

X

Coast to Coast 12.3" Triple screen set up

X
(Dual screen 7" + 7")

Qualcomm Snapdragon 8295 chipset (24GB RAM, 128 GB storage)

X

Infinity Roof with LightMeUp

X

Sonic Studio - 16 speakers Harman Kardon system, 1400W

X
(9 Speakers)

Dolby Atmos

X

ADAS (5 Radar, 1 Vision Camera)

X
(3 Radar, 1 Vision Camera)

VisionX (AR-HUD)

X

Auto Park
(with remote parking capability)

X

EyeDentity - in Car Camera (DOMS)

X

Wtd Avg ~ INR 33.86 Lakh (On Road Mumbai)

XEV 9e

THREE



EX-SHOWROOM PRICE

₹ 30.50 Lakh

with 79 kWh Battery Pack + R19 Alloy Wheels

TERMS:

Above price does not include charger & Installation cost

Billing will be done with either of the two charger options, 7.3 kW or 11.2 kW on a chargeable basis



Finance Program



By Mahindra Finance

Own PACK THREE at the Same EMI as PACK ONE



THREE, 79 kWh

THREE FOR ME Program*
PACK THREE at the same EMI as PACK ONE

EMI of INR 39,224

₹ 28.65 Lakh (On Road[^])	₹ 39,224 / month	@ 8.99% Finance Rate
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*with a down payment of upto 15.5% of On Road and a balloon payment of INR 4.65 Lakh at the end of 6 years, with flexible finance options available
[^]On-road prices assume 5.5% Insurance Premium and 1% TCS. On-road prices will vary based on state policy on taxation, registration, and road tax.



THREE, 79 kWh

THREE FOR ME Program*
PACK THREE at the same EMI as PACK ONE

EMI of INR 45,450

₹ 32.50 Lakh (On Road[^])	₹ 45,450 / month	@ 8.99% Finance Rate
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*with a down payment of upto 15.5% of On Road and a balloon payment of INR 4.35 Lakh at the end of 6 years, with flexible finance options available
[^]On-road prices assume 5.5% Insurance Premium and 1% TCS. On-road will vary bases on state policy on taxation, registration, and road tax.

WAY AHEAD

Unlimit Love this Valentine's Day:
Bookings for only Pack **THREE 79 kWh Open February 14th**

In March, we will announce booking schedule for the
remaining variants

IMPORTANT DATES

Add Your Preference

7th Jan 2025

Test Drive Phase 1: 6 Cities

14th Jan 2025

- Delhi NCR
- Mumbai MMR
- Hyderabad

- Bangalore
- Pune
- Chennai

Test Drive Phase 2: 15 Cities

24th Jan 2025

Phase 1 +

- Ahmedabad
- Bhopal
- Cochin
- Coimbatore
- Goa
- Howrah
- Indore
- Jaipur

- Jalandhar
- Kolkata
- Lucknow
- Ludhiana
- Surat
- Vadodara
- Chandigarh
Tricity

Test Drive Phase 3: Pan India

7th Feb 2025

Phase 1 + Phase 2
+ Additional cities

Booking

14th Feb 2025

Delivery

Early Mar 2025

Starting with Pack Three 79 kWh

The image features a central globe with a bright sun rising over the horizon, casting a golden glow. The globe is framed by several concentric, glowing circular lines in shades of blue and magenta. The text 'UNLIMIT INDIA' is centered over the globe in a white, sans-serif font.

UNLIMIT
INDIA