

Ref. NS: SEC  
5<sup>th</sup> February, 2025

**National Stock Exchange of India Limited**  
"Exchange Plaza", 5<sup>th</sup> 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.

Dear Sirs,

**Sub: Mahindra Electric Origin SUVs to Open Bookings for all 9 variants on 14 February, 2025**

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This is further to our intimations dated 26<sup>th</sup> November, 2024 and 7<sup>th</sup> January, 2025, regarding the launch of BE 6 and XEV 9e.

In this connection, please find enclosed a Press Note issued by Mahindra Electric Automobile Limited, a Subsidiary of the Company on the captioned subject. The bookings would open on 14<sup>th</sup> February, 2025 for all 9 variants as mentioned in the enclosed Press Note.

You are requested to kindly note the same.

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

**NARAYAN SHANKAR**  
**COMPANY SECRETARY**

**Encl.: as above**

## Press Note

### Mahindra Electric Origin SUVs to Open Bookings for all 9 variants on 14 February, 2025

- **Complete lineup** of XEV 9e and BE 6 available for booking from February 14, 2025, 9 AM offering customers the power of choice.
- **Phased production ramp-up** of variants to meet growing demand.
- **Deliveries start mid-March 2025** for Pack Three; all other packs between June and August 2025.
- Customers can **add their preference** for model and variant of their choice from February 6, 2025, 10 AM onwards on the official website (<https://www.mahindraelectricsuv.com/>).

**Mumbai, February 5, 2025:** Mahindra's Electric Origin SUVs have set new benchmarks with world-beating features, making it an #UnlimitIndia pride moment. Driven by the overwhelming response by customers who want to access these world beaters at multiple price points, Mahindra is opening bookings for all packs of the XEV 9e and BE 6 starting February 14, 2025, 9 AM. To support this, a structured production ramp-up is being implemented, with timelines for each variant being shared.

#### Vehicle Ex-Showroom Price & Start of Deliveries Timeline

Variant	Battery Pack	BE 6*	XEV 9e*	Deliveries Start
Pack One	59 kWh	₹ 18.90 Lakh	₹ 21.90 Lakh	August 2025
Pack One Above	59 kWh	₹ 20.50 Lakh	N/A	August 2025
Pack Two	59 kWh	₹ 21.90 Lakh	₹ 24.90 Lakh	July 2025
Pack Three Select	59 kWh	₹ 24.50 Lakh	₹ 27.90 Lakh	June 2025
Pack Three	79 kWh	₹ 26.90 Lakh	₹ 30.50 Lakh	Mid-March 2025

#### \*Disclaimers:

- Price does not include charger & installation cost; Billing will be done with either of the two charger options at an additional cost of ₹ 50,000 for 7.2 kW or ₹ 75,000 for 11.2 kW charger.
- Chargers for Institutional orders (2 or more) will be optional.
- Prices would be as applicable at time of delivery for all variants.

#### Pack Three Films:

XEV 9e Pack Three: <https://youtu.be/7ZBFqKJz0mk?si=UF4K8LkFiUVzKyEF>

BE 6 Pack Three: <https://youtu.be/luu9XO03Fw0?si=i-MNsyv1X35sZq9>

#### Colour Options:

BE 6	XEV 9e
Everest White	Everest White
Everest White - Satin	Deep Forest
Deep Forest	Tango Red
Tango Red	Nebula Blue
Desert Myst	Desert Myst
Desert Myst - Satin	Ruby Velvet
Firestorm Orange	Stealth Black
Stealth Black	

### 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 #BE6 #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](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise/  
For updates subscribe to <https://www.mahindra.com/news-room>.

### Media contact information

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You can also write to us on: [automedienquiries@mahindra.com](mailto:automedienquiries@mahindra.com)

### Annexure

BE 6 Feature Walk		
PACK ONE (59 kWh)	PACK ONE ABOVE (59 kWh) <i>incremental features over PACK ONE</i>	PACK THREE SELECT (59 kWh) <i>incremental features over PACK TWO</i>
<p><b>Performance</b></p> <ul style="list-style-type: none"> <li>59 kWh Battery Pack</li> <li>Superfast Charging Capability: 20 to 80% in just 20 mins with 140 kW DC Charger</li> <li>Best-in-class Power of 170 kW</li> <li>Electric Power Steering with Variable Gear Ratio</li> <li>10 metre Turning Circle Diameter</li> <li>Multiple Driving Modes with Boost Mode</li> <li>Multi step regeneration, including Auto mode</li> <li>One-touch Single Pedal Drive</li> <li>SonicSuite with Virtual Engine Sounds</li> <li>iLink Front Suspension &amp; 5-Link Rear Suspension</li> <li>MTV-CL technology</li> <li>Frequency Dependent Damping</li> <li>Low Rolling Resistance Tyres with NVH Reduction</li> <li>Cruise Control</li> </ul> <p><b>Design</b></p> <ul style="list-style-type: none"> <li>Race-ready Digital Cockpit</li> <li>Illuminated Logo</li> <li>Bi-LED Headlamps with DRLs</li> <li>LED Tail lamps</li> <li>Premium Fabric Upholstery</li> <li>Stylish R18 Wheels with Aero Covers</li> <li>Premium Finish Exterior Cladding</li> </ul> <p><b>Safety</b></p> <ul style="list-style-type: none"> <li>6 Airbags</li> <li>High Stiffness Bodyshell</li> <li>All Wheel Disc Brakes</li> <li>Brake-by-Wire Tech</li> <li>Intelligent Electronic Brake Booster with 46 Value Added Features</li> <li>Driver Drowsiness Detection</li> <li>Electronic Parking Brake</li> <li>Rear Parking Sensors with HD Camera</li> <li>Low Tyre Pressure Indication</li> </ul> <p><b>Technology</b></p> <ul style="list-style-type: none"> <li>Dual Super Screens (12.3"x2)</li> <li>Qualcomm Snapdragon Chipset</li> <li>Wireless Android Auto &amp; Apple CarPlay</li> <li>Superfast 5G Connectivity</li> <li>Pre-installed OTT, Social Media, News, Shopping Apps</li> <li>BYOD In-Car experience</li> <li>Connected Features like Cabin Precooling, Scheduled Charging</li> <li>4 Speakers &amp; 2 Tweeters</li> <li>Built-in Amazon Alexa</li> </ul> <p><b>Comfort &amp; Convenience</b></p> <ul style="list-style-type: none"> <li>Push Button Start</li> <li>Spacious Frunk &amp; Trunk</li> <li>Auto Headlamps</li> <li>Rain Sensing Smart Wipers</li> <li>FATC with Rear AC Vents</li> <li>Height Adjustable Driver Seat &amp; Seat Belt</li> <li>Tilt &amp; Telescopic Steering</li> <li>Cooled Console Storage</li> <li>65 W Type C Fast Charging Ports for Front &amp; Rear</li> <li>60:40 Split in 2nd Row Seats with 2-Step Recline</li> <li>Smart climate control - PawPal (Pet mode) &amp; CampMe (Camp mode)</li> <li>Acoustic Laminated Door Glass</li> </ul>	<p><b>Design</b></p> <ul style="list-style-type: none"> <li>Stylish R19 Wheels with Aero Covers</li> <li>Fixed Glass Infinity Roof</li> </ul> <p><b>Safety</b></p> <ul style="list-style-type: none"> <li>TPMS with Individual Tyre Pressure Display</li> <li>Auto Defogger For Windshield</li> </ul> <p><b>Technology</b></p> <ul style="list-style-type: none"> <li>Wireless Charging in Front Row</li> </ul> <p><b>Comfort &amp; Convenience</b></p> <ul style="list-style-type: none"> <li>Auto Dimming IRVM</li> <li>Dual Zone Automatic Temperature Control</li> </ul>	<p><b>Performance</b></p> <ul style="list-style-type: none"> <li>Intelligent Adaptive Suspension</li> </ul> <p><b>Design</b></p> <ul style="list-style-type: none"> <li>Signature C-shaped LED DRLs</li> <li>Signature C-shaped LED Tail lamps</li> <li>Centre Animation Tail Lamp</li> <li>R19 Alloy Wheels</li> <li>Leatherette Seat Upholstery</li> <li>Leatherette Steering Wheel</li> <li>Soft Leatherette-wrapped Interiors</li> <li>CapTouch Switches on Console &amp; Steering Wheel</li> </ul> <p><b>Safety</b></p> <ul style="list-style-type: none"> <li>7 Airbags (6 Airbags + Driver Knee Airbag)</li> <li>Eyedentity – DOMS</li> <li>360 degree Camera</li> <li>Blind View Monitor</li> <li>Secure360 – Live view &amp; recording</li> </ul> <p><b>Technology</b></p> <ul style="list-style-type: none"> <li>Qualcomm 8295 Snapdragon Chipset with 24 GB RAM &amp; 128 GB Storage</li> <li>Autopark</li> <li>Video Calling</li> <li>Dual Wireless Charging (Front Row)</li> <li>VR LED Air Filtration</li> </ul> <p><b>Comfort &amp; Convenience</b></p> <ul style="list-style-type: none"> <li>6 way Adjustable Powered Driver Seat + 2 way Adjustable Manual Lumbar</li> <li>Ventilated Front Row Seats</li> <li>Electrically Deployed Flush Door Handles</li> <li>Auto Fold ORVMs</li> <li>ORVM Auto Tilt on Reverse</li> <li>Passive Keyless Entry (PKE)</li> <li>Power Operated Tailgate (with Gesture Control)</li> <li>One-touch Driver Power Window</li> </ul>
		<p><b>PACK TWO (59 kWh) <i>incremental features over PACK ONE ABOVE</i></b></p> <p><b>Performance</b></p> <ul style="list-style-type: none"> <li>Adaptive Cruise Control</li> </ul> <p><b>Design</b></p> <ul style="list-style-type: none"> <li>Soft Fabric-wrapped Interiors</li> <li>Sequential Turn Indicators</li> <li>Start-up Lighting Sequence</li> </ul> <p><b>Safety</b></p> <ul style="list-style-type: none"> <li>L2 ADAS with 1 Radar &amp; 1 Vision Camera</li> <li>Front Fog Lamps</li> <li>Cornering Lamps</li> <li>Auto Booster Lamps</li> <li>Front Parking Sensors</li> </ul> <p><b>Technology</b></p> <ul style="list-style-type: none"> <li>Sonic Studio by Mahindra: <ul style="list-style-type: none"> <li>16 Speaker Harman/Kardon Audio</li> <li>Dolby Atmos</li> </ul> </li> <li>NFC Key</li> </ul> <p><b>Comfort &amp; Convenience</b></p> <ul style="list-style-type: none"> <li>Rear AC Vents</li> <li>BYOD – Mounting Provision on Seats</li> <li>Rear Parcel Shelf</li> </ul>

<b>XEV 9e Feature Walk</b>		
<b>PACK ONE (59 kWh)</b>	<b>PACK TWO (59 kWh) (incremental features over PACK ONE)</b>	<b>PACK THREE SELECT (59 kWh) (incremental features over PACK TWO)</b>
<p><b>Performance</b></p> <ul style="list-style-type: none"> <li>• 59 kWh Battery Pack</li> <li>• Superfast Charging Capability: 20 to 80% in just 20 mins with 140 kW DC Charger</li> <li>• Best-in-class Power of 170 kW</li> <li>• Electric Power Steering with Variable Gear Ratio</li> <li>• 10 metre Turning Circle Diameter</li> <li>• Multiple Driving Modes with Boost Mode</li> <li>• Multi step regeneration, including Auto mode</li> <li>• One-touch Single Pedal Drive</li> <li>• SonicSuite with Virtual Engine Sounds</li> <li>• iLink Front Suspension &amp; 5-Link Rear Suspension</li> <li>• MTV-CL technology</li> <li>• Frequency Dependent Damping</li> <li>• Low Rolling Resistance Tyres with NVH Reduction</li> <li>• Cruise Control</li> </ul> <p><b>Design</b></p> <ul style="list-style-type: none"> <li>• Illuminated Logo</li> <li>• Bi-LED Headlamps with DRLs</li> <li>• LED Tail lamps</li> <li>• Premium Fabric Upholstery</li> <li>• Stylish R19 Wheels with Aero Covers</li> <li>• Premium Finish Exterior Cladding</li> </ul> <p><b>Safety</b></p> <ul style="list-style-type: none"> <li>• 6 Airbags</li> <li>• High Stiffness Bodyshell</li> <li>• All Wheel Disc Brakes</li> <li>• Brake-by-Wire Tech</li> <li>• Intelligent Electronic Brake Booster with 46 Value Added Features</li> <li>• Driver Drowsiness Detection</li> <li>• Electronic Parking Brake</li> <li>• Rear Parking Sensors with HD Camera</li> <li>• Low Tyre Pressure Indication</li> </ul> <p><b>Technology</b></p> <ul style="list-style-type: none"> <li>• Coast-to-Coast Triple Super Screens (12.3"x3)</li> <li>• Qualcomm Snapdragon Chipset</li> <li>• Wireless Android Auto &amp; Apple CarPlay</li> <li>• Superfast 5G Connectivity</li> <li>• Pre-installed OTT, Social Media, News, Shopping Apps</li> <li>• BYOD In-Car experience</li> <li>• Connected Features like Cabin Precooling, Scheduled Charging</li> <li>• 4 Speakers &amp; 2 Tweeters</li> <li>• Built-in Amazon Alexa</li> </ul> <p><b>Comfort &amp; Convenience</b></p> <ul style="list-style-type: none"> <li>• Push Button Start</li> <li>• Spacious Frunk &amp; Trunk</li> <li>• Auto Headlamps</li> <li>• Rain Sensing Smart Wipers</li> <li>• FATC with Rear AC Vents</li> <li>• Height Adjustable Driver Seat &amp; Seat Belt</li> <li>• Tilt &amp; Telescopic Steering</li> <li>• Cooled Console Storage</li> <li>• 65 W Type C Fast Charging Ports for Front &amp; Rear</li> <li>• 60:40 Split in 2nd Row Seats with Multi-Step Recline</li> <li>• Smart climate control - PawPal (Pet mode) &amp; CampMe (Camp mode)</li> <li>• Acoustic Laminated Door Glass</li> </ul>	<p><b>Performance</b></p> <ul style="list-style-type: none"> <li>• Adaptive Cruise Control</li> </ul> <p><b>Design</b></p> <ul style="list-style-type: none"> <li>• Fixed Glass Infinity Roof</li> <li>• LED DRLs with Centre Signature Lamp</li> <li>• R19 Alloy Wheels</li> <li>• Leatherette Seat Upholstery</li> <li>• Leatherette Steering Wheel</li> <li>• Sequential Turn Indicators</li> <li>• Start-up Lighting Sequence</li> </ul> <p><b>Safety</b></p> <ul style="list-style-type: none"> <li>• L2 ADAS with 1 Radar &amp; 1 Vision Camera</li> <li>• TPMS with Individual Tyre Pressure Display</li> <li>• Auto Defogger For Windshield</li> <li>• Front Fog Lamps</li> <li>• Cornering Lamps</li> <li>• Auto Booster Lamps</li> <li>• Front Parking Sensors</li> </ul> <p><b>Technology</b></p> <ul style="list-style-type: none"> <li>• Sonic Studio by Mahindra <ul style="list-style-type: none"> <li>• 16 Speaker Harman/Kardon Audio</li> <li>• Dolby Atmos</li> </ul> </li> <li>• Wireless Charging in Front Row</li> <li>• NFC Key</li> </ul> <p><b>Comfort &amp; Convenience</b></p> <ul style="list-style-type: none"> <li>• 6 way Adjustable Powered Driver Seat + 2 way Adjustable Manual Lumbar</li> <li>• Auto Fold ORVMs</li> <li>• ORVM Auto Tilt on Reverse</li> <li>• Dual Zone Automatic Temperature Control</li> <li>• Auto Dimming IRVM</li> <li>• Rear AC Vents</li> <li>• Tonneau Cover in Boot</li> <li>• BYOD - Mounting Provision on Seats</li> </ul>	<p><b>Performance</b></p> <ul style="list-style-type: none"> <li>• Intelligent Adaptive Suspension</li> </ul> <p><b>Design</b></p> <ul style="list-style-type: none"> <li>• Soft Leatherette-wrapped Interior trims</li> <li>• CapTouch Switches on Console &amp; Steering Wheel</li> </ul> <p><b>Safety</b></p> <ul style="list-style-type: none"> <li>• 7 Airbags (6 Airbags + Driver Knee Airbag)</li> <li>• Eyedentity - DOMS</li> <li>• 360 degree Camera</li> <li>• Blind View Monitor</li> <li>• Secure360 - Live view &amp; recording</li> </ul> <p><b>Technology</b></p> <ul style="list-style-type: none"> <li>• Qualcomm 8295 Snapdragon Chipset with 24 GB RAM &amp; 128 GB Storage</li> <li>• Autopark</li> <li>• Video Calling</li> <li>• Dual Wireless Charging (Front and Rear)</li> <li>• VR LED Air Filtration</li> </ul> <p><b>Comfort &amp; Convenience</b></p> <ul style="list-style-type: none"> <li>• Ventilated Front Row Seats</li> <li>• Electrically Deployed Flush Door Handles</li> <li>• Passive Keyless Entry (PKE)</li> <li>• Power Operated Tailgate (with Gesture Control)</li> <li>• Second Row Window Sunshade</li> <li>• Co-Driver ergo lever</li> <li>• One-touch Driver Power Window</li> </ul>
		<b>PACK THREE (79 kWh) (incremental features over PACK THREE SELECT)</b>
		<p><b>Performance</b></p> <ul style="list-style-type: none"> <li>• 79 kWh Battery Pack option</li> <li>• Superfast Charging Capability: 20 to 80% in just 20 min with 175 kW DC Charger</li> <li>• Best-in-class Power of 210 kW with 79 kWh battery pack</li> </ul> <p><b>Design</b></p> <ul style="list-style-type: none"> <li>• LightMeUp - Ambient lighting with 16 Million colours - integrated in Interiors &amp; Infinity Roof</li> <li>• Night Trail - Carpet Lamps</li> </ul> <p><b>Safety</b></p> <ul style="list-style-type: none"> <li>• VisionX (ARHUD)</li> <li>• L2+ ADAS with 5 Radars &amp; 1 Vision Camera <ul style="list-style-type: none"> <li>• Driver Initiated Auto Lane Change</li> <li>• Lane centring &amp; emergency steering assist</li> <li>• Blind Spot Detection</li> <li>• Front &amp; Rear Cross Traffic Alert</li> </ul> </li> </ul>