

## **First showcase of 'THE' SUV: Mahindra Thar ROXX on the eve of India's 78th Independence Day**

*Auto*

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### **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

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

room.

Tags :

All-New Mahindra Thar ROXX THE SUV