

REF:NS:SEC:  
26<sup>th</sup> November, 2024

**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 launches BE 6e starting at ₹ 18.90 Lakh and XEV 9e starting at ₹ 21.90 Lakh**

This is further to our letters dated 4<sup>th</sup> November, 2024 and 26<sup>th</sup> November, 2024 regarding Debut of Electric Origin SUVs named XEV 9e and BE 6e World Premiere on 26<sup>th</sup> November, 2024 in Chennai.

In this connection, please find enclosed a Press Release issued by **Mahindra Electric Automobile Limited (MEAL)**, a subsidiary of the Company on the captioned subject.

The details as required under the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015 read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11<sup>th</sup> November, 2024 are given at Annexure A.

The Presentation and Pictures of the Vehicles would be available at the following link:  
<https://drive.google.com/drive/folders/1rRzDIS6JxmWXkK22kzxX5EMRIk4VReiV>

Further, the presentation would also be available on the Company's website and can be accessed at the following link: <https://www.mahindra.com/investors/reports-and-filings> under 'Events update'.

You are requested to kindly note the same.

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

**NARAYAN SHANKAR**  
**COMPANY SECRETARY**  
Encl.: a/a

**Product Launch - XEV 9e and BE 6e**  
**by Mahindra Electric Automobile Limited ("MEAL"), a subsidiary of the**  
**Company**

Sr. No.	Details of Events that need to be provided	Information of Such Event(s)
a)	Name of the Products;	<ul style="list-style-type: none"> <li>➤ XEV 9e; and</li> <li>➤ BE 6e</li> </ul>
b)	Date of Launch;	26 <sup>th</sup> November, 2024
c)	Category of the product;	eSUV
d)	Whether carters to domestic/ international market;	Domestic
e)	Name of the countries in which the product is launched (in case of international);	NA
f)	Existing capacity / existing capacity utilization;	Nil
g)	Proposed Capacity Addition / Period within which the proposed capacity is to be added;	Total manufacturing capacity of 90,000 vehicles p.a. is being created at Automotive Division of the Company jointly with MEAL in Chakan in a phased ramp up schedule by March, 2025.
h)	Investment;	Rs. 4,500 Crores is the allocated investment out of the total Rs. 16,000 Crores investment in the F22-F27 cycle (as already announced) which includes powertrain development, two product top hats including software & tech and manufacturing capacity.
i)	Mode of financing;	<p><b>For MEAL :</b></p> <p>Capital Investment by the Company, British International Investment Plc ("BII") and Jongsong Investments Pte Ltd ("Temasek")</p> <p><b>For the Company :</b></p> <p>Internal Accruals</p>
j)	Rationale.	Launch of Electric Origin SUVs

## Press Release

# Mahindra launches BE 6e starting at ₹ 18.90 Lakh and XEV 9e starting at ₹ 21.90 Lakh

## *Setting a benchmark in Global Innovation with World Beating Design, Tech and Performance*

**Chennai, November 26, 2024:** Mahindra has rewritten the rules of electric mobility with the launch of its flagship Electric Origin SUVs, the BE 6e and XEV 9e. They are built on a ground-up revolutionary electric origin architecture INGLO and are powered by MAIA, the fastest automotive mind in the world. These vehicles embody Mahindra's vision of "Unlimit India"—an era where Indian innovation and design not only challenge global benchmarks but set new ones. The introductory prices\* of BE 6e and XEV 9e were announced at the Global Premiere today.

### **Building a lifestyle brand**

Mahindra's brand strategy is built on the commitment of creating vehicles that resonate deeply with those who seek experiences that align with their aspirations and unlimit their potential. The BE 6e, with its sporty, performance-driven appeal, is crafted for explorers and achievers who love pushing boundaries, embodying the thrill of adventure and precision. The XEV 9e, on the other hand, redefines indulgence, offering unparalleled luxury with refined elegance.

With class-leading range, intelligent ride dynamics, cutting-edge safety features, and a cinematic in-cabin experience, these Electric Origin SUVs are not just vehicles—they are expressions of a bold, authentic lifestyle.

### **Heartcore Design**

Mahindra's Electric Origin SUVs embody the Heartcore Design philosophy, crafting an emotional bond with their owners through bold innovation and modern luxury. With commanding exteriors and thoughtfully curated interiors, the BE 6e and XEV 9e set new benchmarks in aesthetics and functionality. The BE 6e flaunts edgy, athletic silhouette and race-inspired agility, whereas the XEV 9e exudes sophistication with its suave SUV coupe design, blending indulgent luxury with dynamic performance.

**Veejay Nakra, President - Automotive Sector, Mahindra & Mahindra Ltd. and Joint Managing Director, Mahindra Electric Automobile Limited,** said, *"The insight that inspired our brand idea is rooted in the most powerful human emotion - Love, which is eternal, inspires our deepest choices and defines who we are. Our electric origin SUVs, BE 6e and XEV 9e are about Unlimit Love that will inspire our customers to live a life without limits, filled with experiences that will make them feel alive. Crafted for unmissable presence, unparalleled technology and unrivalled performance, our electric origin SUVs will set new global benchmarks. The BE 6e, with its edgy, athletic silhouette and race-inspired agility, is designed for those who thrive on performance and adrenaline while the XEV 9e exudes sophistication with its suave SUV coupe design, seamlessly blending indulgent luxury with dynamic performance."*

**R Velusamy, President - Automotive Product Development, Mahindra & Mahindra Ltd. and Joint Managing Director, Mahindra Electric Automobile Limited,** said, *"The BE 6e and XEV 9e are the next Indian icons that will be world beaters. The difference between a vehicle that is made-electric and these two Born Electric SUVs is that one you have seen before, and the other one is unlike anything*

*you have seen before. One just about matches industry standards of performance while one sets a new standard for performance in the industry. One has tech that will soon be history, while one has tech that will make everything history. These two products built on our grounds up revolutionary electric origin architecture INGLO and powered by MAIA, the fastest automotive mind in the world embody Mahindra's vision of Unlimit India, setting new global benchmarks."*

### INGLO Electric Origin Architecture

- Certified Range of **682 km** (MIDC P1+P2) for BE 6e and **656 km** (MIDC P1 + P2) for XEV 9e with **79 kWh** advanced **LFP battery pack**
- **Lifetime battery warranty** for both 79 kWh and 59 kWh battery packs. Valid for first registered owners only and applicable only on private registration. In case of ownership change, warranty on high voltage battery will 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 time of booking.
- 3-in-1 integrated powertrain delivering up to **210 kW** power
- Acceleration of 0-100 km/h in **6.7 s** for BE 6e and **6.8 s** for XEV 9e
- Fast charging: **20-80% in under 20 min** (with 175 kW fast charger)
- i-Link front suspension, 5 link rear independent suspension with **Intelligent semi-active dampers**
- **Brake-by-wire** technology with **Integrated electronic booster (IEB)**
- High Power Steering with Variable Gear Ratio (VGR) that enables tight **TCD of 10 m**

### MAIA: Mahindra Artificial Intelligence Architecture, the most powerful mind in the automotive world

- **Software Defined Vehicle:** Built on next-gen domain architecture with ethernet backbone
- 220 k DMIPS, 51 TOPS with over 80 bn+ transistors and 130+ Million lines of code.
- Qualcomm **Snapdragon 8295** – fastest chipset in automotive grade
- **24 GB RAM, 128 GB storage**, and an ultra-fast 6<sup>th</sup> generation Adreno GPU for cockpit domain
- Wi-Fi 6.0, Bluetooth 5.2, and Quectel 5G enabling connectivity and real-time updates
- **ADAS L2+ with Mobileye EyeQ™6** chip with **2 GB RAM & 8 MP camera**
- **60+ apps** for music, entertainment, OTT movies, podcast, shopping and productivity
- **Over-the-air updates** ensure the BE 6e and XEV 9e evolve and stay ahead of the curve

### Hero Features

- **Wide Cinemascope in XEV 9e:** Three 31.24 cm screens, creating an immersive 110.08 cm wide spectacle.
- **Race-Ready Digital Cockpit in BE 6e**
- **VisionX:** Augmented-reality Heads Up Display (HUD)
- **Infinity Roof and LightUpMe**
- **Sonic Studio by Experience Mahindra:** 16-speaker Harman Kardon sound system with Dolby Atmos
- **LiveYourMood:** Pre-set themes (Calm, Cozy and Club) with signature sonic tunes curated by AR Rahman, custom driver seat, ambient light & climate control adjustments
- **Multi-Drive Modes:** Range, Everyday and Race
- **ADAS Level 2+:** Equipped with 5 radars and 1 vision camera with ability to detect animal, pedestrian, barricades and different types of vehicles
- **EyeDentity:** The Driver and Occupant Monitoring System (DOMS) to track driver fatigue. This also doubles as selfie camera for clicking pictures and for video calls

- **Secure360:** Detects and records surroundings with 360-degree camera and inside with in-cabin camera and stores in the vehicle. It also provides live view via mobile app
- **Autopark:** Features 12 ultrasonic sensors enabling perpendicular, angular & parallel parking along with reverse assist and remote-controlled option

₹ 4500 Crore is the allocated investment out of the total ₹ 16,000 Crore investment in the F22-F27 cycle (as already announced) which includes powertrain development, two product top hats including software & tech and manufacturing capacity.

Mahindra's go-to-market strategy for the Electric Origin SUVs will roll out in a phased manner in the latter part of January 2025. Deliveries are expected to commence towards the end of February or early March 2025.

#### **Redefining Ownership Experience:**

- 500 specialists from luxury and premium brands to provide pre-purchase drive experience
- Around 400 Tech Experts for seamless customer experience with dedicated support from Mahindra Research Valley (MRV)
- Over the Air (OTA) update for a seamless product and ownership experience
- CHARGE.IN, a dedicated charging vertical with 350+ experts and industry-first relationship manager for a hassle-free charging experience

#### **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](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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## Annexure 1

### Heartcore Design: Where Emotion Meets Innovation

At Mahindra, **Heartcore Design** is more than a philosophy—it's a promise to craft SUVs that ignite desire and build emotional connections, creating lifelong relationships between customers and their vehicle. From their commanding exteriors to thoughtfully curated interiors, these SUVs are designed to evoke an emotional bond while setting new standards in functionality and aesthetics. Blending **dynamic styling**, **premium materials**, and **progressive proportions**, the BE 6e and XEV 9e embody Mahindra's commitment to bold innovation and modern luxury.

#### **BE 6e: Bold, Athletic, and Unapologetic**

The **BE 6e** dares to rewrite the rules of SUV design, with an edgy, **athletic silhouette**. A **sporty profile**, sculpted surfaces, and **aerodynamic features** signal performance and agility. Hidden-until-lit lighting adds drama, while **short overhangs** and **large wheels** emphasize its commanding stance. Step inside, and you'll find a race-ready cockpit featuring twin-screen displays, **aircraft-inspired controls**, and a floating center console that maximizes cabin space. **Eco-conscious materials**, including recycled PET fabrics, underline Mahindra's sustainability pledge, while ample storage options ensure practicality meets style.

#### **XEV 9e: Elegance meets Power**

The **XEV 9e** is the ultimate expression of sophistication and performance, offering a suave SUV coupe design that seamlessly blends luxury with boldness. **Long, flowing proportions** and a **seamless glass cabin** exudes elegance. **Jewel-like headlamps** and **edge-to-edge DRLs** amplify its dramatic presence, while its sculpted hood and sweeping roofline elevate its premium appeal. Inside, luxury takes center stage with a **Wide Cinemascope with three-screen layout**, delivering a futuristic and intuitive interface for infotainment and controls. Sage Green interiors, generous seating, and ambient lighting offer an indulgent atmosphere, while **sustainable materials** reflect Mahindra's eco-conscious ethos.

### INGLO Electric Origin Architecture:

The **INGLO platform** is the foundation of Mahindra's Electric Origin SUVs, representing a fusion of Indian innovation and global standards. This modular, lightweight skateboard architecture delivers numerous benefits:

#### **Battery:**

- **79 kWh and 59 kWh LFP Battery options:** High-capacity **Lithium Iron Phosphate** battery ensures durability and safety.
- Certified Range of **682 km** (MIDC P1+P2) for BE 6e and **656 km** (MIDC P1 + P2) for XEV 9e with **79 kWh** battery pack.
- **Super-Fast Charging:** Charge from 20% to 80% in just **20 minutes**, (with 175 kW fast charger) – shorter than your food mall stops on highways
- **Lifetime battery warranty** for both 79 kWh and 59 kWh battery packs. Valid for first registered owners only and applicable only on private registration. In case of ownership change, warranty on high voltage battery will 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 time of booking.

#### **Motor:**

- **210 kW Power Output:** Delivers **380 Nm** of instant torque for exhilarating performance.



- **Efficient Design:** Optimized for both city driving and highway cruising.

#### Safety:

- **7 airbags** ensure safety of all occupants.
- **Battery is safeguarded** in the event of a side crash as well

#### Vehicle Dynamics

- **Semi-Active Suspension:** Intelligent semi-active dampers handles varying road inputs real-time. It can change damping force in real time within 15 millisecond to react and counter the toughest terrains or glide through the smoothest roads.
- **Best-in-Class Maneuverability:** Exceptional turning radius for ease in urban environments. Premium steering feel with Variable Gear Ratio (VGR) technology that enables tight turning circle diameter (TCD) of **10 m**.
- **Intelligent Brake System:** Powerful and confident brake system with **brake-by-wire** technology. Integrated electronic booster capable of maximum recuperation and multiple regen modes with **one pedal drive capability**. Provides a constant and repeatable brake feel for a reassuring drive.

#### Occupant Comfort

- **UV Filtration Glass:** Windshield, roof, and side glass provide **99.5% UV filtration**, protecting occupants.
- **Fast Cooling HVAC:** Efficient climate control for rapid cabin cooling. PM 2.5 sensor with Air Quality Index
- **Quiet Cabin:** Designed for the lowest **Noise, Vibration, and Harshness (NVH)** levels in its class. Achieved via the acoustic side door glass, NVH foams inside tyre for reduced road noise and many other NVH improvement enablers across the vehicle.

#### Storage & Usability

- **Usable Frunk volume for your everyday needs & quick access** – 150 L on XEV 9e & 45 L on BE 6e

### **The Most Powerful Mind in the Automotive World**

**MAIA**—Mahindra Artificial Intelligence Architecture—is the advanced neural network that powers the BE 6e and XEV 9e. It integrates state-of-the-art hardware and software to offer an intelligent, connected, and personalized driving experience.

#### Key Features

- **Qualcomm Snapdragon 8295 Processor:** With 200k DMIPS, 46 TOPS, it provides unparalleled computing power.
- **6<sup>th</sup> Gen Adreno GPU:** Ensures smooth graphics and multimedia performance.
- **24 GB RAM & 128 GB Storage:** Handles multiple tasks seamlessly and stores extensive data.
- **Wi-Fi 6.0 & Bluetooth 5.2:** Enhanced connectivity options for features like BYOD (Bring Your Own Device) to use key vehicle controls and entertainment from rear seats.
- **5G Internet:** Future-proof connectivity with ultrahigh speed internet for all your entertainment and connectivity needs

#### Advanced Driver Assist Suite

- **Multi-Sensor Fusion:** Processes data from **12 ultrasonic sensors, 5 radars, 6 cameras** for precise environmental and in-vehicle awareness.
- **ADAS Level 2+:** Equipped with 5 radars and one camera the eSUVs are capable of changing lanes on its own, just with one touch input. It also has ability to detect Cow, pedestrian, barricades and different types of vehicles. Specially tuned for the

complexities of Indian road conditions, these eSUVs offer unparalleled safety and driving precision, ensuring peace of mind on every journey.

- **360 Degree Camera:** Offers crisp view of the outside world with ability to see what's underneath the vehicle while driving (transparent view). Also has swivel function of camera to show those tricky corners while parking or manoeuvring through urban congestion.
- **Secure360:** With advanced surveillance features, Secure360 ensures that your vehicle remains protected at all times, even when you're not around. It detects and records surrounding with 360 camera and stores in the vehicle. You can also keep an eye on your eSUV from your phone app and see the live view. It automatically records these videos during an unfortunate event.
- **Autopark:** Hassle-free parking becomes a breeze with Autopark, featuring 12 ultrasonic sensors enabling perpendicular, angular & parallel parking along with reverse assist and remote-controlled option that make parking in tight spots effortless. In addition to this considering Indian condition it also offers Virtual parking which lets you park wherever you want as long as it is safe, and a space is available.
- **Eyedentity:** The Driver and Occupant Monitoring System (DOMS) keeps track of driver alertness and in-cabin activity, offering safety alerts. This in-cabin camera also doubles as a selfie camera to capture your memories in eSUV and also lets you connect with your loved ones or work colleagues over video call (Eg. Zoom, Google Meet etc.)
- **VisionX:** This augmented-reality HUD projects essential information like navigation arrows, Drive assist alerts and more directly into the driver's line of sight, allowing for safer, distraction-free driving by eliminating the need to look away from the road. Custom selectable content caters to the tech enthusiasts as well as for the ones who like a minimalist view.
- **NFC key card** (available as accessory) for convenient access to your eSUV.

### Connected Entertainment, Tech and Driver Engagement

- **Wide Cinemascope:** The futuristic digital cockpit features three stunning 31.24 cm screens (on the XEV 9e), creating an immersive 110.08 cm wide spectacle with intuitive driving environment with all critical information at your fingertips.
- **Fun with MAIA:** Access to **60+ apps** for music, entertainment, shopping, gaming, OTT streaming, and productivity.
- **Race ready digital cockpit – BE 6e:** The moment you grip the wheel of the BE 6e, it's like stepping into a fighter jet. Everything about it screams precision, control, and excitement – right from the fighter jet like gear selector, CapTouch start/stop button on console ability to secure your key in the magnetic slot.
- **Multi-Drive Modes:** Choose from multiple modes—Range, Everyday and Race - each calibrated for performance, comfort, and efficiency, adapting seamlessly to your driving needs and preferences.
- **Infinity Roof and LightUpMe:** The massive glass roof and programmable LED ambient lighting (16 Million colour options) create a breathtaking atmosphere, transforming the cabin into a dynamic, mood-enhancing space; combined with dual color in ambient lights on doors and dashboard as well.
- **Sonic Studio by Experience Mahindra:** The 16-speaker Harman Kardon sound system with Dolby Atmos delivers an extraordinary, concert-like audio experience, making every drive immersive and enjoyable. Choose from Immersive or Studio sound modes that cocoon you with lifelike sound.
- **LiveYourMood:** Set the perfect atmosphere with pre-set themes (Calm, Cozy and Club), each infused with signature sonic tunes curated by AR Rahman, custom driver seat, ambient light & climate control adjustments that match your mood and enhance the immersive feeling.



- **Bring Your Own Device:** Seamlessly integrates personal devices with the vehicle's system. It acts as an added Infotainment HMI screen for the rear occupants enabling screen mirroring and key vehicle controls like Climate & Media adjustments.

### Voice Assistant & Updates

- **Alexa Voice Assistant:** Hands-free control of vehicle functions and access to information.
- **Over-the-Air (OTA) Updates:** Ensures the vehicle always stays updated and fresh with the latest software and feature enhancements.

### Charging Experience

- Ultra fast DC charging capability to charge **under 20 min** (20-80% SOC) with 175 kW fast charger
- Ability to **set a charging limit, schedule charging day & time, set charging current limitation and even precondition the cabin**; all available in a simple and intuitive flow for unparalleled convenience.

## Annexure - 2

### Tech Spec:

eSUVs	BE 6e	XEV 9e
Battery	79 kWh / 59 kWh	79 kWh / 59 kWh
Motor Power	210 kW / 170 kW (79 kWh / 59kWh battery)	210 kW / 170 kW (79 kWh / 59 kWh battery)
Motor Torque	380 Nm	380 Nm
Drive	RWD	RWD
Seating	5	5
L x W x H (mm)	4371 x 1907 x 1627	4789 x 1907 x 1694
Wheelbase (mm)	2775	2775
Ground Clearance (mm) Unladen	207 (222 at battery)	207 (218 at battery)
TCD (m)	10	10
Front Suspension	McPherson Strut i-Link Independent Suspension & Stabilizer bar	McPherson Strut i-Link Independent Suspension & Stabilizer bar
Rear Suspension	5 Link Independent Suspension & Stabilizer bar	5 Link Independent Suspension & Stabilizer bar
Damper type	Intelligent Semi Active	Intelligent Semi Active
Brakes	Disc (Front & Rear)	Disc (Front & Rear)
Wheels & Tyres	245/55 R19 (Optional 245/50 R20)	245/55 R19 (Optional 245/50 R20)
Spare wheel	T 135/80 R18	T 135/80 R18
Boot volume VDA- ISO V211	455 litre	663 litre
Frunk Volume	45 litre	150 litre
On Board Charger (OBC)	11 kW	11 kW
AC Portable charger	13 A, compatible with household 3Pin 16 A socket	13 A, compatible with household 3Pin 16 A socket
AC Wall charger	11 kW & 7.2 kW options	11 kW & 7.2 kW options
AC Charging time (0-100% SOC)	<b>79 kWh:</b> 8 / 11.7 h (11 kW / 7.2 kW Charger) <b>59 kWh:</b> 6 / 8.7 h (11 kW / 7.2 kW Charger)	<b>79 kWh:</b> 8 / 11.7 h (11 kW / 7.2 kW Charger) <b>59 kWh:</b> 6 / 8.7 h (11 kW / 7.2 kW Charger)
DC Charging time (20-80% SOC)	<b>79 kWh:</b> 20 min (min 175 kW charger input) <b>59 kWh:</b> 20 min (min 140 kW charger input)	<b>79 kWh:</b> 20 min (min 175 kW charger input) <b>59 kWh:</b> 20 min (min 140 kW charger input)
Range (MIDC P1+P2) km	<b>682 / 535</b> (79 kWh / 59 kWh battery)	<b>656 / 542</b> (79 kWh / 59 kWh battery)

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## Press Release

### Sonic Studio Experience by Mahindra UNLIMITS immersive in-cabin audio

- Mahindra has brought together Padma Bhushan and Academy Award winner AR Rahman and 15 times Grammy and 1 Latin Grammy Award winner, renowned sound recording engineer Richard King to create an unparalleled in-cabin audio experience.
- It features state-of-the-art 1,400-watt 16-speaker Harman Kardon Music System and Dolby Atmos.

**Chennai, November 26, 2024:** Mahindra today proudly ushered in a new era of in-car audio with the launch of 'Sonic Studio Experience by Mahindra', India's most immersive and expansive audio experience yet. Making its debut on the company's recently unveiled BE 6e and XEV 9e Electric Origin SUVs, Sonic Studio Experience by Mahindra promises to Unlimit the sensory experience and transform every journey into an acoustic voyage.

Meticulously crafted to immerse and captivate occupants, Sonic Studio Experience comes to life through Harman Kardon's uniquely tuned cutting-edge technology. Further enhanced with Dolby Atmos that delivers best-in-class car entertainment, alongside VenueScapes (LIVE) and QuantumLogic Immersion, it adds a new dimension to the listening experience.

India's very own Music Maestro, Padma Bhushan and Academy Award winner AR Rahman, brings his expertise to create a personalized SonicSuite of delight sounds, experience mode (Calm, Cozy, Club), chimes, and alerts, elevating cabin acoustics to new heights. Complementing this is the mastery of Richard King, 16 Grammy Award winning Sound Engineer, promising to redefine in-car entertainment.

**R Velusamy, President - Automotive Product Development, Mahindra & Mahindra Ltd. and Joint Managing Director, Mahindra Electric Automobile Limited,** said, *"With Sonic Studio Experience by Mahindra, we have redefined what in-cabin sound can be, combining cutting-edge technology with artistic brilliance. Partnering with legends like AR Rahman and Richard King, and collaborating with industry leaders Harman Kardon and Dolby, we have created an audio experience that is immersive, transformative, and uniquely Mahindra. This is a testament to our commitment to delivering not just vehicles, but experiences that resonate deeply with our customers."*

**AR Rahman said,** *"Working on the BE 6e and XEV 9e has been an immensely satisfying experience as I sought to create a soundscape that transforms every drive into a memorable journey. By envisioning the emotions passengers might be experiencing on their travels, my goal was to design sounds that not only enhance the driving experience but also complement the journey and make it uniquely enjoyable. It's been a joy working with Mahindra and the team of experts to bring this vision to life."*

**Richard King said,** *"Having spent years in some of the finest recording studios and listening rooms globally, I can confidently say that the Harman sound system in the BE 6e and XEV 9e offers a studio-quality audio experience. A whole lot of effort has gone into perfecting the sound for the BE 6e and XEV 9e and I believe listeners will be captivated by its precision, depth and immersion."*

#### **Sonic Studio Experience by Mahindra**

At the core of Mahindra's Sonic Studio Experience lies a premium 16-speaker, 1,400-watt Harman Kardon system. This state-of-the-art setup brings the Dolby Atmos experience, with

sound that moves all around you, unlocking new levels of emotions and filling the car cabin with greater details, clarity and sound separation. Mahindra becomes the first Indian OEM to integrate this groundbreaking experience into an in-car audio system—alongside Harman Kardon’s innovative VenueScapes Live.

A pioneering technology, VenueScapes Live authentically recreates the acoustics of some of the world’s most iconic concert venues, including the Royal Opera House in Mumbai, Boston Symphony Hall and Wembley Stadium, and is a stand-out feature of the audio system. This immersive soundscape allows passengers to embark on a musical journey across global sound landmarks, all within the confines of the SUV cabin.

What’s more, occupants’ singing along, whistling or talking over a song, are picked up by two microphones, processed by the system’s algorithm and seamlessly mixed into the audio, recreating the feeling of being at one of these venues and participating in the event.

Engineered to perfection, the sound has been finely tuned by Harman Kardon’s experts in close collaboration with the Mahindra team. Through rigorous objective and subjective evaluations, the audio has been optimized for every seat, ensuring unparalleled clarity and depth. Every note, beat, and nuance is designed to elevate the listening experience, seamlessly adapting to road conditions and external noise. Mahindra’s latest eSUVs set a new benchmark, becoming the ultimate stage for audio enthusiasts.

For more information, visit [<https://www.mahindraelectricsuv.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.mahindraelectricsuv.com/>
- Instagram: @mahindraelectricsuvs
- Twitter (X): @mahindraeSUVs
- YouTube: @mahindraelectricsuvs
- 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](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise/  
For updates subscribe to <https://www.mahindra.com/news-room>.

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