Mahindra launches all-new global SUV XUV700 starting from ? 11.99 lakh

Auto

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- Packing an unmissable presence, tough yet sophisticated experience, spirited performance, world-class safety and sci-fi technology, the disruptive XUV700 is set to redefine the benchmarks.
- With several first and best in class features, its owners are set to experience a rush like never before!
- Announced prices for four variants in the five-seater manual transmission category: (prices are ex-showroom)
    - MX Gasoline - ₹ 11.99 lakh
    - MX Diesel - ₹ 12.49 lakh
    - AdrenoX AX3 Gasoline - ₹ 13.99 lakh
    - AdrenoX AX5 Gasoline - ₹ 14.99 lakh
- Pricing for the rest of the variants will be announced soon.

Mumbai, August 14, 2021: Mahindra & Mahindra Ltd. took the wraps off the all-new XUV700 (pronounced as XUV, 7 double 'Oh'), marking a brand-new era for the company. Fittingly launched just hours ahead of the country's 75 th

Independence Day, the XUV700 represents India's rise as a confident, bold, global powerhouse that is set to take a leadership role on the world stage. The XUV700 comes with unmissable crafted looks, pleasing interiors and exceptional ride comfort. Bookings will begin before the festive season. The XUV700 will come in variants that include diesel and gasoline, manual and automatic options and five and seven-seater capacity. It will also be available in an optional All-Wheel-Drive (AWD) spec.

Speaking about Mahindra SUV focus and the unveil of XUV700, **Dr Anish Shah, MD & CEO, M&M Ltd.**, said, "It is the sheer passion that drives our people to create advanced, adventure-ready vehicles, with an unmissable presence. We are ready to lead the core SUV segment with nine new exciting SUVs planned for launch by 2026. And our most ambitious addition, the XUV700, is throbbing and pulsating with technology, power and intelligence to let people explore the impossible."

Rajesh Jejurikar, Executive Director, Auto & Farm Sectors, M&M Ltd., said, "Every once in a while, an automobile comes to change the future course of its manufacturer, and in the process, it transforms the segment itself. The XUV700 marks the beginning of a whole new Mahindra and a new era and for the SUV segment in India. We have raised the bar on best-in-class features, technology and design. Our customers are in for a longstanding treat with the innovative new XUV700."

Variants and top features

There is an XUV700 for everyone who seeks a rush with the widest range of offerings you will find in the segment.

Know select variants better:

MX- https://youtu.be/PHRNhfSoi-0

AX3- https://youtu.be/zbEDAd1AedQ

AX5- https://youtu.be/OCbqTR12tYQ

Note: Optional packs will be announced at a later date and will include features like Immersive 3D Sound by Sony, electrically-deployed Smart Door Handles, 360 Surround View, Blind View Monitoring, Electronic Park Brake and Wireless Charging.

Pricing details (ex-showroom) below for select variants. For the rest of the variants the prices will be announced soon.

Social Media Addresses for Mahindra XUV700:

- Brand website: https://auto.mahindra.com/suv/xuv700
- Facebook: @mahindraxuv700
- Twitter: @MahindraXUV700
- Instagram: @mahindraxuv700
- YouTube: Mahindra XUV700
- Hashtags:
  #XUV700
  #HelloXUV700
  #MahindraXUV700

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership positionin farm equipment, utility vehicles, 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.

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