Mahindra unveils five electrifying SUVs under two brands based on the purpose-built INGLO platform

Auto

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- Launches two EV brands – iconic brand XUV with the Twin Peak logo in copper and the all-new electric-only brand called BE
- Showcases five new electric SUVs based on the modular INGLO platform, using VW MEB platform components
- INGLO features one of the lightest skateboards and class-leading high energy-density batteries
- First of these e-SUVs is to be launched towards the end of 2024, starting with the Indian market

London/Mumbai, August 15, 2022: Mahindra & Mahindra Limited, India's leading SUV manufacturer, today unveiled its new state-of-the-art INGLO EV platform and five e-SUVs under two EV brands, showcasing its vision for the future of electric mobility.

Mahindra's vision is to lead the electric mobility revolution in India by bringing authentic electric SUVs with cutting-edge technology, through the three key strategic pillars of brand, design, and technology.

Brand:

Bringing alive the sport of electric SUVs, Mahindra unveiled two new brands, created specifically to house the company's EV portfolio – iconic brand XUV with the Twin Peak logo in copper and the all-new electric-only brand called BE.

The iconic brand XUV will host a range of products that build upon the Mahindra legacy while embracing the future. With a sophisticated futuristic design, pulsating performance and dynamic innovation, it is targeted at customers who have the passion to live life beyond boundaries while making a difference.

The bold, evocative, and exhilarating BE brand, with its audacious new design language, will target customers who want to define their life's journey in their own way while making a difference: *A brand that will let customers be who they want to be.*

The manifestation of these two brands have been showcased via five e-SUVs: the XUV.e8, XUV.e9, BE.05, BE.07 and BE.09. The first four of these are to be launched between 2024 and 2026.

Design:

Common to these SUVs is the Mahindra new Heartcore design philosophy – a blend of unmissable presence, inner strength and attitude. Breaking new ground, these all-new e-SUVs will create an electrifying presence, both on

the road and off it, while retaining the Mahindra core SUV heritage.

INGLO technology:

Indian at heart and global in its reach, the INGLO platform encapsulates progressive battery technology, platform architecture, brain power and human-machine interface. The name also symbolises the flow and exchange of energy and emotion, a GLO of well-being, a system that brings complete harmony.

The cutting-edge INGLO platform will underpin all the Mahindra EVs going forward. The purpose-built platform will pack intuitive, intelligent, and immersive innovations that will serve as the backbone of the Mahindra EV architecture and is the heart of its ultimate human-machine interface.

INGLO offers class-leading safety standards, exhilarating performance, excellent range and efficiency, exemplary driving dynamics, versatility, and intelligent HMI. INGLO also delivers a multi-sensorial driving experience with a futuristic, augmented reality-enabled heads-up display, edge-to-edge screen, 5G network capability, and Over-The-Air updates that will keep the EVs as good as new.

Dr Anish Shah, Managing Director & CEO, Mahindra Group, said, *"We are proud and delighted to showcase our Born Electric vision. It provides a strategic direction that is in line with our core philosophy of 'Rise' – to be an organisation that will be counted among the best in the world and at the same*

time rise for our planet to fight against climate change. Mahindra will offer customers future-ready technology, head-turning design, world-class products and the benefits of global partnerships. By 2027, we expect that a quarter of the SUVs we sell will be electric."

Rajesh Jejurikar, Executive Director – Auto and Farm Sectors, Mahindra & Mahindra, said, *"Our vision of Born Electric is underpinned by the future-ready INGLO platform, two new exciting brands and the Heartcore design philosophy. The five electric SUVs provide a powerful glimpse of our strategic direction and hews to the Mahindra attitude of a racing spirit and the attitude of adventure. We aim to not only electrify the roads but also the hearts and minds of SUV aficionados in India and around the world."*

ANNEXURE

INGLO pLATFORM cAPABILITIES

1. Endless Adaptability

INGLO offers endless adaptability, an optimised architecture that gives rise to modular and scalable design, and allows Mahindra to create electric SUVs that fit consumer desires and lifestyles. Other than the versatility of INGLO, it also offers a significant reduction in underbody weight, leading to one of the lightest skateboards.

2. Hyper Efficiency

A giant leap in battery science with safe and robust LFP chemistry, Mahindra electric vehicles will follow a common battery pack design with lean modules and standardised cell-to-pack technology using two different cutting-edge cell architectures – Blade and Prismatic. Offered with options ranging from 60-80 kWhr battery capacity, protected for an incredible 175 kW fast-charge and charging up to 80% in less than 30 minutes. The intelligent and efficient battery management system with high precision, enhanced robustness, and functional safety will deliver improved range, longevity, and safety. Its high number of charge-discharge cycles coupled with a long lifespan will also help reduce waste.

3. Exhilarating Performance

A compact all-in-one electric engine with motor-inverter-transmission integrated into a single unit forms the powertrain, offered with both rear-wheel and all-wheel drive, developing a remarkable 170-210 kW and a whopping 250-290 kW, respectively. Standstill to 100 kmph is promised in between 5 and 6 seconds.

4. Optimised Range

The exceptional performance is matched with an efficient powertrain and high-voltage systems. The powertrain is optimised to offer a class-leading range, with the added advantage of an intelligent electronic brake system that offers best-in-class recuperation potential. Enhanced aerodynamics,

reduced rolling resistance with 5.5 RRC tyres and sophisticated zero-drag wheel bearings, high-efficiency cooling and HVAC systems with minimal power consumption and best-in-class low voltage power consumption contribute to the overall efficiency.

5. Ultimate Vehicle Dynamics

A best-in-class semi-active suspension system provides not only excellent ride comfort but also enhanced handling and an immersive sporty drive experience. The dual-pinion high-power steering system ensures feather-light steering efforts, excellent returnability and precise control. The brake-by-wire technology is completely decoupled from the hydraulic system; this allows multiple brake modes for pedal feel and recuperation. Those behind the wheel will enjoy the Intelligent Drive Modes that govern various aspects, including modulation of powertrain response, suspension response, brake feel, electronic stability control intervention, and many more features at the touch of a button. The aim is to make the SUV and the driver to be one.

6. Class-leading Safety

Being a leader in vehicle safety, the new Mahindra electric SUVs are designed to meet the highest vehicle safety norms and utmost safety for batteries such as GNCAP and not just limited to regulatory compliance. All the e-SUVs will come with a structural cage around the passenger cabin specially designed for reduced passenger injury. The frontal design of the body-in-

white is enhanced with three load paths and a multi-piece dash panel with reinforcement, and very importantly, excellent battery protection is ensured by ultra-high strength boron steel. The new e-SUVs are tested at the world's largest battery development and testing centre. With 5 Radars-1 Vision ADAS architecture, INGLO is futureproofed up to L2+ autonomy

7. Versatile Spaces

Slim cockpits and a flat floor create generous and flexible interiors, giving control of seat configurability and space versatility such as frunk and trunk storage. With Vehicle to Load (V2L) functionality, the car can be turned into a portable power bank, allowing you to charge your phone or laptop, or take any household appliance on the road with you.

8. HMI: Next-level Brain-power

INGLO boasts a complex neural network of built-in intelligence that performs millions of reactions and decisions per second. Leapfrogging to a centralised computation structure with three high performance computers, provides for an integrated computational platform to deploy right down to micro. INGLO leverages the cloud seamlessly by implementing an embedded 5G network capability and keeps vehicles as good as new through Over The Air updates (SOTA + FOTA). Latest systems of chips from global semiconductor vendors contribute to move to up-to-date tech nodes of semiconductor wafer processes: 200K DMIPS computing power via Dual Octa-core processor and

offering 1920 x 720 pixels HD resolution. Aided by strong software partners to deliver world-class product features.

BORN ELECTRIC SUVs

XUV.e8

Launch: **December 2024**

Based on INGLO Platform

Dimensions: **L x W x H: 4740 x 1900 x 1760 mm | Wheelbase 2762 mm**

A combination of **sheer performance, best-in-class technology and safety.**

The intelligent all-wheel drive system along with sophisticated cabin, offers supreme ride comfort both on and off the road.

XUV.e9

Launch: **April 2025**

Based on INGLO Platform

Dimensions: **L x W x H: 4790 x 1905 x 1690 mm | Wheelbase 2775 mm**

A fearlessly modern design with the strengths of an authentic SUV combined with the aerodynamic silhouette of a coupe.

Intelligent interiors, with a view to indulge through its panoramic sky roof that warrants every bit of attention it demands.

BE.05

Launch: **October 2025**

Based on INGLO Platform

Dimensions: **L x W x H: 4370 x 1900 x 1635 mm | Wheelbase 2775 mm**

A true standout, with a taste for life to explore the impossible. It is a **Sports Electric Vehicle (SEV)** in the truest sense, making it a category in itself.

A racing-inspired bold design is complemented seamlessly by multi-sensory experiences.

BE.07

Launch: **October 2026**

Based on INGLO Platform

Dimensions: **L x W x H: 4565 x 1900 x 1660 mm | Wheelbase 2775 mm**

A family space, to explore the places you love with the people you love.

Grab your cam, it's time to make some memories.

Designed to offer a first-class experience, with versatility, configurable profiles, and curated multi-sensory experiences.

BE.09

Launch: TBC

Based on INGLO platform

Dimensions: TBC

A head-turning SUV grand tourer with a chiselled design, dynamic roof and solid stance. Allowing four passengers a first-class experience.

The Mahindra Rise philosophy

The initial idea and design for the five electric SUVs are based on Mahindra's core philosophy, Rise for Good, and the three brand pillars it represents – accepting no limits, alternative thinking, and driving positive change. The Rise philosophy is about attitude, a way of life, and inspiring all stakeholders to push for positive change. It gives Mahindra's iconic brands a meaning and purpose, and instils a powerful feeling that 'We can achieve whatever we set our minds to.'

Social Media Addresses

- Brand website: https://bornelectric.mahindra.com/
- Twitter: @born_electric
- YouTube: https://www.youtube.com/channel/UCxxg-Z9GD29rfgyThBwRWLA/featured
- Instagram: @mahindra_born_electric
- Facebook: http://bornelectric.mahindra.com
- Hashtag: #BornElectricVision

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.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to https://www.mahindra.com/news-room

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Tags :

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