Fast Forward to the Big League Say Hello to Mahindra XUV700’s fully-loaded AX7 Range now starting at ? 19.49 Lakh

Auto

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- Celebrating 3rd year anniversary of the XUV700 and achieving 200000 production milestone in less than 3 years, Mahindra has announced the special prices for 4 months.
- The AX7 range includes premium features such as a Panoramic SkyroofTM, dual 26.03 cm HD Superscreen in an intelligent cockpit, Level-2 ADAS with Adaptive Cruise Control for enhanced safety, 3D Audio with 12 Speakers by Sony, a 6-way Powered Memory Seat with Welcome Retract, Amazon Alexa Built-In and more.

Mumbai, July 09, 2024: Mahindra & Mahindra Ltd., India’s leading SUV manufacturer, proudly announces a special celebratory ex-showroom price for the AX7 range. This celebratory pricing, available for four months, aligns with the XUV700's upcoming three-year anniversary in the market. The SUV also recently achieved the milestone with the production of the 200000 units in less than 3 years.

The Mahindra XUV700's fully-loaded AX7 range now starting at ₹19.49 Lakh will enable more people to experience its unmatched driving experience with cutting-edge premium features. These premium features include ADAS Level 2 with adaptive cruise control for enhanced safety, a panoramic skyroofTM for an expansive, airy ambiance, dual HD superscreen and 3D audio with 12 speakers by Sony for an immersive experience, plush leatherette seats for superior comfort, and much more.

To kickstart the celebration, Mahindra also recently introduced two new colour options, Deep Forest and Burnt Sienna expanding the range to nine distinctive colours.

The celebratory pricing and new colours reflect Mahindra's gratitude towards its customers for their support and trust in the XUV700. The refreshed pricing aims to make the XUV700 even more accessible to a broader range of customers while providing exceptional value.

Mahindra's commitment to innovation is evident in the continuous advancements in the XUV700's engineering and production processes. Additionally, the recent introduction of new variants, such as the AX5 Select, MX 7-seater and Blaze edition, expands the options available to customers, ensuring there is a perfect fit for every need and preference.

The updated ex-showroom prices for the XUV700 AX7 range are: (Valid for 4 months starting July 10, 2024)

		Petrol		Diesel	
Variant	**Seater**	**MT**	**AT**	**MT**	**AT**
AX7	6-str	₹ 19.69	₹ 21.19	₹ 20.19	₹ 21.79
	7-str	₹ 19.49	₹ 20.99	₹ 19.99	₹ 21.59
	7-str AWD	-	-	-	₹ 22.8
AX7 L	6-str	-	₹ 23.69	₹ 22.69	₹ 24.19
	7-str	-	₹ 23.49	₹ 22.49	₹ 23.99
	7-str AWD	-	-	-	₹ 24.99

AX7 Range Feature List:

AX7 **Key features**	**AX7 LUXURY PACK** **Adds to the features offered on AX7**

- Dual HD 26.03 cm Infotainment and 26.03 cm Digital Cluster
- Panoramic SkyroofTM
- Level-2 Advanced Driver Assistance Systems (ADAS)
- Driver Drowsiness Detection
- Amazon Alexa Built-In
- Wireless Android AutoTM and Apple Car Play Compatibility
- Adrenox Connect with 1 yr free subscription.
- 6 Speakers with Sound Staging
- 6 Airbags including Curtain Airbags till 3rd row
- Tyre Pressure Monitoring System
- LED Clear-view Headlamps with Auto Booster
- Auto Headlamps with LED DRLs
- LED Fog lamps with cornering function
- R18 Diamond Cut Alloy
- Leatherette Seat & IP
- Leather Steering & Gear lever
- 6-Way Power seat with

- 3D Audio with 12 Speakers by Sony
- 360° Surround View
- Ventilated Seats
- Knee Airbag
- Passive Keyless Entry
- Electronic Park Brake
- Blind View Monitor
- Continuous Digital Video Recording
- Adaptive Cruise Control with Stop and Go (AT)
- Telescopic Steering
- Vanity Mirror Illumination
- Electric Smart Door Handles
- Wireless Charging
- Rear LED Sequential Turn Indicators
- Memory Function for ORVM

Social Media Addresses for Mahindra XUV700:

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

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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 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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