Mahindra Teases Sketches of BE 6e & XEV 9e

Auto

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Mumbai, November 22, 2024: Mahindra has unveiled teaser sketches of its upcoming Electric Origin SUVs – the BE 6e and XEV 9e. These bold designs signal a new era of innovation, aesthetics, and emotional connection in automotive design. Set for a global debut on November 26, the BE 6e and XEV 9e are unmistakably Mahindra, crafted to captivate with every detail.

Heartcore Design: Where Emotion Meets Innovation

At Mahindra, **Heartcore Design** is more than a philosophy—it's about crafting SUVs that forge a connection, resonating deeply with our customers. From their commanding exteriors to thoughtfully curated interiors, these SUVs create a lasting connection 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.

Pratap Bose, Chief Design & Creative Officer, Auto & Farm Sector, Mahindra & Mahindra Ltd. said, *"Heartcore Design is about creating an emotional bond with our customers through design. Prepare to fall in love with our Electric Origin SUVs."*

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. The **XEV 9e** is the ultimate expression of sophistication and performance, offering a suave SUV coupe design that seamlessly blends luxury with boldness.

Stay tuned for the unveiling of Mahindra's **Electric Origin SUVs on November 26, 2024,** as they redefine the future of mobility.

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 / Twitter and Facebook: @MahindraRise/ For updates subscribe to https://www.mahindra.com/news-room.

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Tags :

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