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

Auto

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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 grounds-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 exteriorsand 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

**Introductory price; Price does not include charger & Installation cost; Two charger options of 7.3 kWh and 11.2 kWh will be made available on chargeable basis.*

- 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 th 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^{TM} 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.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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