Mahindra Electric Origin SUVs create new record in the EV category with booking value of ? 8472 crores (at ex-showroom price), securing 30 179 bookings on day 1

Auto

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Mumbai, February 14, 2025: Mahindra's Electric Origin SUVs—the XEV 9e and BE 6—have collectively registered booking value of ₹ 8472 crores (at ex-showroom price) on the first day of opening. The eSUVs have secured 30 179 bookings. This is noteworthy considering that the total electric passenger vehicle sales in India was about 1 Lakh units for the calendar year 2024.

The split between the XEV 9e and BE 6 is 56% and 44%, respectively. The top-end Pack Three, featuring a 79 kWh battery, accounted for 73% of the total bookings across both brands. This response indicates strong customer enthusiasm for Mahindra’s next-generation electric SUVs and reflects the growing demand for premium EVs in India.

This strong demand underscores the confidence customers have in Mahindra’s UNLIMIT India vision—delivering innovative, world-class electric

SUVs that offer a distinctive blend of luxury, performance, and technology. The Made-in-India, For-the-World XEV 9e and BE 6 have attracted significant attention since their unveiling on November 26, 2024, signalling a robust market appetite for premium electric SUVs.

Deliveries will begin in latter part of March 2025, in the following phased schedule, as shared earlier:

- Pack Three - From Mid-March 2025
- Pack Three Select – From June 2025
- Pack Two – From July 2025
- Pack One Above – From August 2025
- Pack One – From August 2025

Mahindra remains committed to providing a smooth and transparent delivery experience. Customers will receive their tentative delivery timelines within the next three weeks through regular updates.

Bookings for the XEV 9e and BE 6 remain open across select authorized Mahindra dealerships nationwide and on the official Mahindra website.

Booking Link https://www.mahindraelectricsuv.com/own-online/model-selection

Dealer Locator Link https://www.mahindraelectricsuv.com/dealer-locator

Be a part of the revolution. Experience the future. UNLIMIT India.

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 #BE6 #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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