Mahindra Launches XUV700 Ebony Limited Edition Designed to ‘Outshine the Dark’

Auto

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Mumbai, March 17, 2025: Mahindra & Mahindra Ltd., India’s leading SUV manufacturer, today launched the XUV700 Ebony Limited Edition—a striking new avatar that amplifies the XUV700’s unmissable presence and sophisticated design. Starting at ₹ 19.64 Lakh (ex-showroom), this exclusive variant is set to outshine the dark with its captivating dual black-and-silver aesthetic.

Bold and Unmistakable Exterior

Crafted for those who refuse to blend in, the Mahindra XUV700 Ebony Edition embraces a Stealth black exterior accentuated by brushed silver skid plates. Black-on-black grille inserts and blacked-out ORVMs create an imperious front profile, while the R18 black alloy wheels lend a refined edge to the SUV’s imposing stance. This meticulous interplay of black and silver underscores the XUV700’s unmissable design philosophy, exuding confidence on every road.

Refined Interior with Enhanced Comfort

Step inside, and you are greeted by a bold yet graceful cabin layout—featuring black leatherette upholstery, blacked-out trims, and silver accents along the center console and door panels. A complementary light grey roof liner underscores the dual-tone theme, adding a refined touch of sophistication to the interior. Meanwhile, dark-chrome air vents further enhance the XUV700 Ebony Edition's premium feel, creating a space that seamlessly blends modern luxury with elegance.

Crafted for the Confident

True to Mahindra's ethos, the XUV700 Ebony Edition is designed for those who demand nothing less than excellence. This limited edition speaks to individuals who value meticulous craftsmanship and innovative technology. From spirited weekend adventures to chauffeured weekday drives, the Ebony Edition stands ready to offer an upscale SUV experience that seamlessly blends comfort, capability, and commanding design.

About Mahindra XUV700

Launched in 2021, the Mahindra XUV700 took the SUV world by storm with its strong, confident design, spirited performance, world-class safety, and futuristic technology. Clocking 250,000 units in just 43 months since launch, the XUV700 continues to set benchmarks for performance and innovation in the segment. The new Ebony Edition extends this legacy by delivering a driving experience that is both bold and refined.

Variant-wise Pricing – All prices are ex-showroom:

ESR All India	P MT	P AT	D MT	D AT
AX7 (7-Seater – FWD)	₹ 19.64 Lakh	₹ 21.14 Lakh	₹ 20.14 Lakh	₹ 21.79 Lakh
AX7 L (7-Seater – FWD)	-	₹ 23.34 Lakh	₹ 22.39 Lakh	₹ 24.14 Lakh

YouTube Link: Mahindra XUV700 | Ebony Edition

Social Media Addresses for Mahindra XUV700:

Brand website: https://auto.mahindra.com/suv/xuv700

Instagram: @mahindraxuv700

Facebook: @mahindraxuv700

Twitter: @MahindraXUV700

YouTube: Mahindra XUV700

#XUV700 #EbonyEdition #OutshinesTheDark

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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