Mahindra Thar ROXX brings Dolby Atmos for an elevated entertainment experience

Auto

Author : mahindraadmin Category : Auto Published : 5/30/2025

~ *First to the world: 4-channel immersive audio with Dolby Atmos*

Thar Roxx Dolby

National, 30 May 2025: Dolby Laboratories, a global leader in immersive entertainment experiences, and Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today announced the debut of Dolby Atmos in the Mahindra Thar ROXX AX7L variant. This marks a first-of-its-kind innovation in the global SUV market — integrating 4-channel immersive audio powered by Dolby Atmos into a vehicle.

The Thar ROXX redefines the aural experience on wheels. Whether you're cruising through urban streets or navigating remote trails, Dolby Atmos enhances every journey, allowing sound to move freely around you with unmatched depth and realism.

With Gaana streaming integrated directly into the infotainment system, Thar ROXX owners can immerse themselves in Dolby Atmos music anytime, making every ride truly unforgettable.

Commenting on this collaboration, Karan Grover, Senior Director, Commercial Partnerships - IMEA, Dolby Laboratories said, *"We are excited about the possibilities that our collaboration with Mahindra can bring for customers, especially in India. With Dolby Atmos in Thar ROXX AX7L, we're taking the car journey to an entirely new level by transforming the interior cabin into a personalised concert hall on wheels, making every ride an immersive audio experience that complements the adventurous spirit of the Thar ROXX AX7L."*

Mr. Velusamy R, President – Automotive Technology & Product Development, Mahindra & Mahindra Ltd, said, *"At Mahindra, it is our constant endeavour to explore limitless boundaries in automotive innovation, and the Thar ROXX is a testament to that spirit. By being the first vehicle in the world to feature Dolby Atmos featuring 4 channels of immersive audio integrated into the premium 9-speaker Harman Kardon Branded Audio system, we are redefining the driving experience. No matter the terrain or conditions, the Thar ROXX delivers a sensory experience like no other SUV of its kind on the Indian roads, bringing every moment on the road to life with Dolby Atmos."*

This collaboration between Mahindra and Dolby sets a new benchmark for in-cabin technology — one that caters to the Global Indian consumer who desires performance, design, and an immersive digital lifestyle. Furthermore,

Mahindra has ramped up production of the Thar ROXX, equipped with Dolby Atmos, to meet overwhelming demand. This ensures customers can enjoy the unmatched thrill and innovation of 'the SUV' with a reduced waiting time.

About Dolby

Dolby Laboratories(NYSE: DLB) is a world leader in immersive entertainment. From movies and TV, to music, sports, gaming, and beyond, Dolby transforms the science of sight and sound into spectacular experiences for billions of people worldwide across all their favorite devices. We partner with artists, storytellers, and the brands you love to transform entertainment and digital experiences through groundbreaking innovations like Dolby Atmos, Dolby Vision, Dolby Cinema, and Dolby OptiView.

Dolby, Dolby Atmos, and the double-D symbol are trademarks or registered trademarks of Dolby Laboratories, Inc. in the United States and/or other countries. Other trademarks are the property of their respective owners.

About Mahindra and Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 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.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to https://www.mahindra.com/newsroom

Tags :

Mahindra | Thar ROXX | Dolby | Dolby Atmos