Mahindra Launches XUV 3XO ‘REVX’ Series Starting at ? 8.94 Lakh

Auto

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Feature-packed, style-forward, and revved for performance

- **Striking new exteriors** with new body colored grille, black alloy wheels, dual-tone roof, and distinctive badging.
- **Premium interiors** offering exceptional value for customers in C-SUV segment under 10 Lakh with leatherette seats and sunroof.

Mumbai, July 8, 2025: Mahindra & Mahindra Ltd., India’s leading SUV manufacturer, today unveiled the exciting new XUV 3XO REVX series, starting at an attractive price of ₹.8.94 Lakh.

The XUV 3XO recently achieved an impressive milestone of over 1 lakh sales in under a year, making it Mahindra’s fastest SUV to reach this milestone. The REVX series will further enhance the XUV 3XO portfolio with a compelling value offering of premium features, distinctive styling and best in segment performance, resonating with customer aspirations.

Catering to individuals who seek vehicles that reflect their unique personality, the REVX series celebrates the spirit of personal expression—because for those who dare to stand out, **"Different is in."**

REVX Series key highlights:

- **REVX M (Ex-Showroom Price: ₹ 8.94 Lakh)** – This variant is powered by a 1.2L mStallion TCMPFi engine delivering a power of 82 kW and torque of 200 Nm. Its bold exterior features a sleek front with a body-colored grille, full-width LED DRLs, R16 Black Wheel covers, and a sporty dual-tone roof, exuding confidence and style. Inside, it offers plush black leatherette seats, a 26.03 cm infotainment system with steering- mounted controls, and a 4-speaker audio setup for an immersive cabin experience. Safety is prioritized with 35 standard features, including six airbags, ESC with Hill Hold Control (HHC), and All 4 Disc Brakes.
- **REVX M(O) (Ex-Showroom Price: ₹ 9.44 Lakh)** – This variant enhances sophistication with the addition of a single-pane sunroof, elevating the cabin experience and overall design appeal over REVX M.
- **REVX A (Ex-Showroom Price starting at ₹ 11.79 Lakh)** – This variant is powered by the advanced 1.2L mStallion TGDi engine, delivering best-in-class power of 96 kW and torque of 230 Nm paired with both manual and automatic transmissions. It introduces premium features that enhance the in-cabin experience, including a panoramic sunroof, leatherette seats, dual-tone interiors, auto-dimming IRVM, etc. On the outside, it has signature REVX design elements—body-colored front grille, distinctive badging, R16 Painted Black Alloys, and a dual-tone roof. The REVX A is equipped with twin HD screens: one 26.03 cm infotainment and the other 26.03 cm full digital cluster. Additionally, it

integrates Adrenox Connect, featuring built-in Alexa, online navigation, and wireless Android Auto and Apple CarPlay, ensuring seamless connectivity and convenience for the modern driver.

All three variants of the REVX series are available in five eye-catching colors—Galaxy Grey, Tango Red, Nebula Blue, Everest White, and Stealth Black.

Annexure – 1

REV X M	REV X A
1.2 TCMPFi MT	**1.2 TGDi MT, AT**

- Black Leatherette Seats
- Colored/Gunmetal Grille*
- Dual Tone Roof*
- Black Wheel Covers
- Manual Driver Seat Height Adjust
- Rear Arm-rest with cup-holder
- Adjustable Headrest for 2nd Row Middle Passenger
- 26.03 cm (10.25") Infotainment
- 4 Speakers
- Steering Audio Control
- Remote Keyless Entry
- Follow me home headlamp
- Bi-Halogen projector headlamps
- LED Signature lamp with front turn Indicator
- LED indicator on ORVM
- LED Tail lamp
- 6 Airbags
- Electronic Stability Control (ESC)
- ISOFIX
- R16 Steel Wheels

In addition to features of REV X M (O)

- Panoramic Sunroof
- R16 Painted Black Alloys
- Cruise control
- Wireless charger
- Bi-LED Projector headlamps
- LED DRL with front turn indicator
- Infinity LED tail lamp
- Twin HD 26.03 cm Infotainment & 26.03 cm Digital Cluster screen
- Adrenox Connect with built-in Alexa*
- Online navigation
- Wireless Android Auto & Apple Car Play*
- Dual Zone climate control
- Rear view camera
- Passive Keyless Entry
- Push button start
- Leather steering & gear knob
- Tyre pressure monitoring system
- Electrically foldable ORVM

REV X M (O)
1.2 TCMPFi MT
In addition to features of REV M • Single Pane Sunroof

Ex-Showroom Price

Engine	1.2 L mStallion TCMPFi	1.2 L mStallion – TGDi	
Transmission	**MT**	**MT**	**AT**
REV X M	₹ 8.94 L	-	-
REV X M (O)	₹ 9.44 L	-	-
REV X A	-	₹ 11.79 L	₹ 12.99 L

Social Media Addresses for Mahindra XUV 3XO:

- **Brand website:** https://auto.mahindra.com/suv/XUV3XO
- **Twitter:** @MahindraXUV3XO
- **YouTube:** @Mahindra_XUV3XO
- **Instagram:** @mahindraxuv3xo
- **Facebook:** @XUV3XO

- **Hashtags:** #MahindraXUV3XO #XUV3XO #XUV3XOREVX

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.

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