Mahindra Sets a New Benchmark: XUV 3XO REVX A Becomes the World’s First SUV Under ?12 Lakh to Feature Dolby Atmos

Auto

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Redefining Accessibility with Premium Audio Experience

Dolby Atmos

Mumbai, August 21, 2025: Dolby Laboratories, Inc. (NYSE: DLB), a leader in immersive entertainment experiences, and **Mahindra & Mahindra Ltd**., India’s leading SUV manufacturer, today announced that the two companies will redefine the audio entertainment experience in more accessible cars by introducing Dolby Atmos to Mahindra’s category disrupting XUV 3XO, starting with the newly launched **XUV 3XO REVX A**. This makes Mahindra’s XUV 3XO REVX A variant the world’s first SUV under Rs. 12 Lakh (ex-showroom) to feature Dolby Atmos.

Originally created for the cinema, Dolby Atmos is a new way to create and experience entertainment that delivers artistic expression at its fullest capacity, immersing listeners in the content they love and forging a deeper connection between creators and their fans. In the car, entertainment in Dolby Atmos goes beyond the ordinary listening experience, revealing details

with unparalleled clarity and depth. For consumers, it unlocks new levels of emotion for them to enjoy their music. Dolby Atmos can turn just about every vehicle into a space where drivers and passengers get even more out of their favourite entertainment.

Dolby Atmos delivers an elevated entertainment experience that complements the evolving needs of the modern Indian consumers who value performance, accessibility, and high-quality audio on the go.

In addition to **REVX A**, Dolby Atmos will also be available on the **AX5L, AX7 and AX7L** variants. The system features a six-speaker audio layout, meticulously tuned to complement the unique cabin architecture of the XUV 3XO, ensuring an immersive sound experience that places passengers at the very heart of the soundstage. The AX7L variant takes this experience to the next level with an additional subwoofer, delivering deeper bass and enhanced sound clarity to create a truly cinematic soundscape. All four variants of XUV 3XO with Dolby Atmos will be available for customers from mid-September.

R Velusamy, President - Automotive Business (Designate), Mahindra & Mahindra Ltd., said *"At Mahindra, we are driven by the vision of democratising advanced innovations to make them accessible to a wider range of customers. With the XUV 3XO, we are proud to set a significant milestone by introducing Dolby Atmos starting with the sub ₹12 Lakh SUV - XUV 3XO REVX A—a global first that redefines in-cabin audio with immersive sound for a larger group of general consumers, transforming every journey. By bringing premium features like*

Dolby Atmos to the XUV 3XO, we aim to connect with the evolving aspirations of today's SUV buyers."

Karan Grover, Senior Director, Commercial Partnerships - IMEA, Dolby Laboratories said, *"We believe great sound should be available to everyone, everywhere. With the Mahindra XUV 3XO, we are proud to bring Dolby Atmos to a larger set of Indian consumers, making immersive in-car entertainment more accessible than ever before. By turning the cabin into a personalized concert on wheels, we're transforming how people experience their everyday drive. This is a significant moment in our journey as we continue to push boundaries of in-cabin entertainment and deliver that amazing experience to more consumers."*

Whether it's for daily commutes or weekend getaways, Dolby Atmos transforms every drive into an engaging entertainment feast. With Gaana streaming integrated directly into the infotainment system, occupants can access Dolby Atmos Music anytime in the cars, making every journey truly unforgettable.

The XUV 3XO is now the fourth Mahindra vehicle series to feature Dolby Atmos, as the company continues to raise the bar for in-cabin entertainment experience in its offerings. Dolby Atmos was first introduced on the BE 6 and XEV 9e Electric Origin SUVs followed by the Thar ROXX.

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

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 favourite 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.

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/newsroom.

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