Mahindra Launches New Thar with Refreshed Design, Enhanced Comfort and Smart Connectivity — Starting at ? 9.99 Lakh

Auto

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- **Iconic Design**
  - Distinct front grille along with dual-tone bumper
  - All-new black theme dashboard with new steering wheel
  - Six color options including two new - Tango Red and Battleship Grey

- **Comfort and Convenience**
  - New centre console comprising of sliding armrest and rear AC vents
  - Door-mounted power windows, internally operated fuel lid, dead pedal (AT)
  - Rear wash & wiper, A-Pillar entry assist handle, rear view camera

- **Smart Tech**

- 26.03 cm HD infotainment screen with Android Auto and Apple CarPlay
- Type-C USB Port (Front & Rear), Adventure Stats Gen II

Mumbai, October 3, 2025: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today launched the New Thar starting at ₹ 9.99 Lakh. With new design elements, advanced comfort features and smart technology integration, this Iconic SUV is engineered to redefine urban commuting and elevate rugged weekend adventures.

With unmatched capability and a timeless design, the 'Thar' brand has garnered a dedicated community of over 3 Lakh passionate owners. More than just an SUV, it represents a lifestyle statement, inspiring generations to embrace adventure and exploration.

Nalinikanth Gollagunta, Chief Executive Officer - Automotive Division, Mahindra & Mahindra Ltd. said, *"Over the years, Thar has become more than just an SUV—it's a symbol of freedom, adventure, and a lifestyle that resonates deeply with our customers. At Mahindra, we are committed to listening to our customers and evolving with their needs, which is why the New Thar reflects both their feedback and our dedication to provide the best to our customers. By blending new design elements, smart technology, enhanced comfort and convenience features, the New Thar offers an unparalleled driving experience that empowers our customers to explore limitless possibilities in both urban and off-road settings."*

A Refreshed Look

The New Thar's exterior boasts a distinct front grille complemented by a dual-tone front bumper and R18 alloy wheels, all of which contribute to the vehicle's unmissable presence. Inside, the all-new black theme dashboard and new steering wheel elevate the interior aesthetics to a new level of sophistication. It is available in six exciting color options, including two new additions: Tango Red and Battleship Grey.

Elevated Daily Comfort

Designed with comfort and convenience in mind, the New Thar features rear AC vents which ensure that passengers in the second row enjoy a comfortable drive, while the sliding armrest and dead pedal (AT) offers additional comfort for the driver. Door-mounted power windows and rear-view camera provide ease of driving, and the internally operated fuel lid ensures hassle-free refueling. The rear wash & wiper is an invaluable addition for maintaining visibility in adverse weather conditions. Additionally, the A-Pillar entry assist handle offers extra support for easy ingress and egress.

Smart Connectivity and Features

The New Thar is equipped with a 26.03 cm HD infotainment screen that supports both Android Auto and Apple CarPlay along with Type-C USB ports, providing seamless integration of your smartphone's functionalities. The Tyre Direction Monitoring System gives real-time information on tyre orientation, enhancing safety. For adventure enthusiasts, the Adventure Stats Gen II

feature offers valuable off-road data such as racing tab, altimeter, outside temperature and pressure, trip meter and steering direction, adding an extra dimension to your journey and ensuring a smart and connected driving experience.

Mahindra offers a range of engine options to suit diverse driving preferences paired with multiple transmissions - 6-speed manual transmission, 6-speed torque converter automatic transmission, in RWD as well as 4X4 configurations.

Engine	Power	Torque
2.0 mStallion Petrol	112 kW@5000 r/min	300 Nm@1250-3000 r/min (MT) 320 Nm@1500-3000 r/min (AT)
2.2L mHawk Diesel	97 kW@3750 r/min	300 Nm@1600-2800 r/min (MT & AT)
D117 CRDe Diesel	87.2 kW@3500 r/min	300 Nm@1750-2500 r/min (MT)

Ex-Showroom price

Variants	Diesel		Petrol
	D117 CRDe Diesel	2.2L mHawk Diesel	2.0 mStallion Petrol

AXT RWD MT	₹ 9.99 Lakh	---	---
LXT RWD MT	₹ 12.19 Lakh	---	---
LXT RWD AT	---	---	₹ 13.99 Lakh
LXT 4WD MT	---	₹ 15.49 Lakh	₹ 14.69 Lakh
LXT 4WD AT	---	₹ 16.99 Lakh	₹ 16.25 Lakh

Annexure

AXT

- Iconic Head Lamps
- LED Tail Lamps
- R16 Steel Wheels
- New Dashboard + Steering Wheel
- Rear AC vents + Console with Sliding Armrest
- Height Adjustable Driver Seat
- Vinyl Seat Upholstery
- A-Pillar Entry Assist Handle

- Power Windows in Front Door Trims
- Electronic Brake Locking Differential for RWD
- Remote Keyless Entry
- Internally Opening Fuel Lid
- Rear Parking Sensors
- Dual Airbags
- ESP with Roll-over Mitigation
- Hill Hold & Hill Descent Control
- ABS with EBD & Brake Assist
- Rear Demister

LXT

- R18 Deep Silver Alloy Wheels with Thar Branding
- Front Fog Lamps + DRL
- Dual Tone Bumpers
- Moulded Side Foot Steps
- Fabric Seat Upholstery
- Electric Driveline Disconnect on Front Axle in 4WD Variants
- HD Touchscreen Infotainment (26.03 cm)

- Android Auto & Apple CarPlay
- 4 Speakers + 2 Tweeters
- New Steering with Audio & Phone Controls
- Adventure Statistics Gen II
- Rear View Camera
- Cruise Control
- Electric ORVM Adjustment
- Rear Wiper + Washer
- Tyretronics (TPMS) + TDMS (Tyre Direction Monitoring System)
- Dead Pedal (AT Variant)

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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