Mahindra Launches ‘Scream Electric’ — A Call to India to Cheer for Its Formula E Racing Team

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Mumbai, October 15, 2025: Mahindra has just dropped its new campaign – ‘Scream Electric’ – an unapologetic celebration of speed, style, and India’s growing love for global motorsport. The campaign invites fans to feel the rush, find their voice, and cheer louder than ever for Team Mahindra Racing as it heads into the 2025-26 Formula E season.

Since joining the championship in 2014, Mahindra has been flying the Indian flag high on the world’s most competitive electric racing grid. The recently concluded 2024-25 Formula E season saw Mahindra Racing finish 4^{th} , ahead of teams like Neom McLaren and Maserati MSG – a performance that cements its standing among the top teams.

But this isn’t just about lap times and leaderboards. Scream Electric captures the spirit of a new generation that thrives on design, tech, and self-expression. It’s about making electric desirable, not because it’s responsible, but because it’s irresistibly cool.

Nalinikanth Gollagunta, Chief Executive Officer - Automotive Division, Mahindra & Mahindra Ltd., said, *"Scream Electric is more than a campaign, it's a movement. It's about giving every Indian a reason to roar for our drivers, our team, and our electric future. As India's motorsport culture grows, this is our moment to own the global circuit — not just as participants, but as pioneers."*

The unveiling of Mahindra's striking Gen 3.5 Formula E livery on October 14 is a taste of what's to come — bold design, next-gen performance, and unmistakable attitude. The same spirit runs through Mahindra's upcoming line-up of electric origin SUVs, which blend head-turning looks, advanced technology, and a wholesome SUV lifestyle — they just happen to be electric.

From racing circuits to city streets, Mahindra's mission is clear – to make electric living the new symbol of aspiration. Scream Electric is for everyone who believes that progress can be thrilling, style can be sustainable, and every journey deserves a little more charge.

As the 2025-26 season gets underway this December at Sao Paulo, Brazil, one thing's for sure – India's electric roar is about to get louder.

It's time to not just *dream electric* but to ***Scream Electric***.

Hashtags: #Mahindra #ScreamElectric #FormulaE #MahindraeSUVs #MahindraRacing

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 3,24,000 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

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