Mahindra Celebrates a Blockbuster Year of its Electric Origin SUVs: XEV 9e and BE 6

Auto

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A year ago, we promised to create history. Turns out, we delivered headlines.

- **30,000+** Mahindra Electric Origin SUVs on road in just 7 months, that's one sold every 10 minutes
- Revenue market share **No. 1 in H1 FY26**, with Rs. 8000+ crore in Sales Revenue for Mahindra Electric
- **1000+ plus Mahindra Electric Origin SUVs** have crossed 20,000 km and 65% has been driven every single working day
- Owners have cumulatively **driven over 200 million kms**

Bengaluru, November 26, 2025: Last November, Mahindra didn't just launch two pure Electric Origin SUVs. We unleashed two Indian icons - XEV 9e and BE 6 and announced our ambition to shake up India's EV conversation.

One year later, we haven't just shaken conversations. **We've rewritten them.**

The launch generated **4+ billion views** making the XEV 9e and BE 6 the most talked-about Indian automobiles of the year and pulled in everyone from luxury auto aficionados and business leaders to top government officials, all proudly choosing a Made-in-India Electric Origin SUV that looks global and feels world-class.

Mahindra's Electric Origin SUVs have done something no EVs in India has ever achieved: **Made electric the object of desire** and a lifestyle statement. The conversation has now moved to - *"I can't go back to anything else"*.

A Year of Mahindra's Electric Origin: The Highlights

1. **Our Electric Origin SUVs are now the primary vehicle for their owners**
   Mahindra Electric Origin SUVs aren't just getting used for occasional drives; they've become the primary vehicles for their owners. With over 65% (nearly **2 out of 3 vehicles**) of our Electric Origin SUVs being driven every single working day, it's clear they're powering everyday journeys.
2. **Unlimited Confidence**
   Over a thousand Mahindra Electric Origin SUVs have already crossed 20,000 km within just a few months, with some surpassing the 50,000 km milestone in seven months. 70% of our vehicles are driven over 1,000 km every month and 10% of them go beyond 3,000 km every month. Additionally, ~60% of Mahindra Electric Origin SUVs are getting more than 500+ km City Range*.

   From the freezing heights of Leh to the furnace of Thar desert, across 4°C to 53°C, these Electric Origin SUVs have quietly proved what "Indian engineering for Indian roads" truly means. And they're not just

city cars anymore — 30% of owners have already done 400 km in a single day trip, while many have taken them across states, with some covering 10 states in one journey.

3. **30,000 sold, 7 months, and a new sales record.**
   Over 30,000 Mahindra Electric Origin SUVs have been sold within seven months, translating to roughly one SUV every 10 minutes.
4. **A breakthrough customer base – 80% are new to Mahindra.**
   XEV 9e and BE 6 have brought Mahindra a completely new audience. Eight out of ten buyers had never owned or considered a Mahindra vehicle before. These Electric Origin SUVs have opened the brand to luxury intenders, young urban professionals, tech-first families and design-obsessed explorers.
5. **BE 6 becomes a cult phenomenon.**
   BE 6 is barely a year old but already a culture-shaping icon. Owners have turned it into their canvas - with custom paints, mods, and social buzz that refuses to die down.

   And the collabs? We didn't just play the game. We entered the game.

   - **BGMI x BE 6** - The first time an Indian auto brand was featured in India's biggest gaming phenomenon.
   - **Batman x BE 6** - A global first. The limited-edition 999 units sold out in about 2 minutes.

*City Range: vehicle running at speeds of less than 100 kmph

Social Media Addresses for Mahindra Electric Origin SUVs:

- **Brand website:** https://www.mahindraelectricsuv.com/
- **Instagram:** @ mahindraelectricsuvs
- **Twitter (X):** @mahindraeSUVs
- **YouTube:** @mahindraelectricsuvs

- **Facebook:** @mahindraelectricoriginsuvs
- **Hashtags:** #ScreamElectric #BE6 #XEV9E #MahindraElectricOriginSUVs

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 324000 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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