Introducing the World’s First Formula E Themed Special Edition SUV

Auto

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The Mahindra BE 6 Formula E Edition, FE2 Priced at ? 23.69 Lakh

- The FE3 with add-on features will be priced at ₹ 24.49 Lakh
- Bookings Open: 14th Jan 2026 | Deliveries Begin: 14th Feb 2026
- The first 999 customers will have a package of assured exclusive benefits. And three lucky winners* will get to join the London E-Prix in 2026
- Kush Maini, FIA Formula 2 winner and amongst India’s fastest race driver, will be the brand ambassador

Bengaluru, November 26, 2025: India’s motorsport moment is finally here, and Mahindra is putting India right on the pole position with the launch of the BE 6 Formula E Edition created for a country that’s now watching racing not just as a sport, but as a lifestyle.

Across India, Formula racing and global motorsport viewership is exploding — from weekend screening at cafés, to college clubs recreating race nights, to

families tuning in for high-speed entertainment. Racing has become the new-generation culture shift.

And for India, no brand is more authentically part of this world than Mahindra.

Mahindra has been **India's earliest motorsport pioneer** - from dominating rally racing decades ago to becoming the **only Indian team to win on the global Formula E grid**.

That legacy deserves a road car worthy of it.
And there is only one SUV with the swagger, attitude, and cult following to carry the flame.

The BE 6. Loud. Iconic. Defiant. And now... electrified by Formula E.

The BE 6 Formula E Edition brings the adrenaline of the ABB FIA Formula E World Championship to India's streets – precision driving, aggressive aerodynamics, unmistakable motorsport styling.

This is India's racing heritage bottled into an electric icon.

Inspired by the Circuit. Built for the City.

Exterior: Formula-Inspired Attitude

- All-new Signature front bumper with circular projector headlamps, gloss black bezel finish, and orange accents

- Four premium exterior colour options: Everest White, Firestorm Orange, Tango Red, and Stealth Black
- Signature accent colour highlights on the bumper: Firestorm Orange and Everest White
- Racetrack-inspired R20 alloy wheels with a dark-tinted signature wheel finish
- Firestorm Orange-coloured brake callipers
- Sporty rear boot lip and roof spoilers
- “Mahindra Formula E” ceramic paint branding on windshield
- Formula E badging and decals uniquely placed on front quarter panels, fixed glass roof and night trail carpet lamps
- Signature 12 Stripe graphics on fixed glass roof and bonnet
- Signature “BE 6 | Formula E” rear badging
- Lower cladding with dark liquid metal paint
- Front and rear skid plates with a liquid metal finish
- Race-inspired graphics on the side doors, fender, and bonnet
- FIA branding on windscreen and passenger-side lower cladding

Interior: Race Ready Cockpit

- Vibrant Firestorm Orange-themed interiors
- Firestorm Orange FIA X Formula E edition plaque
- Formula E logo uniquely placed on passenger dashboard panel and seats
- FIA branding on seat belts

- Firestorm Orange-accented steering wheel, in-touch controller, electronic parking brake, start/stop button, and door open straps
- Black and Orange-themed dynamic speaker pattern and wireless charging dock
- Formula E-inspired custom startup animation
- Formula E-inspired exterior engine sounds
- Race car-inspired start/stop button flap
- Translucent Door Inserts

R Velusamy, President - Automotive Business, Mahindra & Mahindra Ltd. and Managing Director, Mahindra Electric Automobile Ltd., said, *"Our customers conveyed a compelling message, the BE 6 doesn't just look futuristic, but it also evokes the sensation of being in a racing cockpit once they step inside. They love that it screams electric, unapologetically. We built the Formula E Edition by listening to that energy. Racing is no longer a niche in India; it's becoming a lifestyle statement. With this edition, we've channelled that cultural shift into a machine that celebrates electric performance the Mahindra way - bold, emotional, and proudly made in India."*

Nalinikanth Gollagunta, Chief Executive Officer - Automotive Division, Mahindra & Mahindra Ltd. and Executive Director, Mahindra Electric Automobile Ltd., said *"Motorsport is India's new young passion. And no Indian brand has lived this journey more authentically than Mahindra. With the BE 6 Formula E Edition, we are bringing this racing spirit to the street. It's bold, electric, defiant - and unmistakably Indian."*

Pratap Bose, Chief Design & Creative Officer - Auto & Farm Sectors, Mahindra & Mahindra Ltd., said, *"Every accent, every surface, every shadow on this BE 6 Formula E Edition was designed with motorsport intensity. This SUV doesn't whisper racing - it shouts it. This edition is a celebration of India's rising motorsport culture and Mahindra's racing lineage."*

Kush Maini – Brand Ambassador, Mahindra BE 6 Formula E Edition,, said, *"India is falling in love with motorsport, and it's amazing to see the rise of Formula E fandom. The BE 6 Formula E Edition brings that thrill, that energy, that boldness to Indian roads. It's the perfect bridge from race to road."*

A New Kind of Performance Movement

The BE 6 Formula E Edition delivers everything that made the BE 6 a phenomenon — and adds Mahindra's electric racing DNA on top.

- Accelerates from 0-100 km/h in just 6.7 seconds with a top speed of 202 km/h.
- The motor generates 282 bhp (210 kW) power with its 79 kWh battery delivering 500 km real-world range
- Race-mode inspired torque delivery crafted for instant acceleration

New Generations. Same Electric Passion.

India's youth is discovering motorsport as a cultural identity, fandom meets fashion, and adrenaline meets ambition. And the BE 6 Formula E Edition is the SUV designed for this tribe.

Mahindra is proud to announce Kush Maini – Bengaluru-born racer, FIA Formula 2 race winner, amongst India's fastest drivers and part of Mahindra's Formula E Racing team – as the face of Mahindra Electric Origin SUVs.

Why Kush Maini?

He represents exactly what BE 6 Formula E Edition stands for:

- Youthful electric energy
- Indian pride
- Global ambition
- Authentic racing credibility

Mentored by **Mika Häkkinen**, the legendary two-time Formula 1 World Champion; Kush is already lighting up the international motorsport scene, making him the perfect ambassador for India's most aspirational electric SUV.

For the Next Generation of Racers: BE 6 Formula E Ride-On

Celebrating this motorsport moment, Mahindra also unveils the BE 6 Formula E Edition Ride-On: a fun, race-themed toddler car designed to spark imagination and create India's youngest electric enthusiasts.

Available from April 2026 at a price of ₹18,000/-, it mirrors the actual BE 6 Formula E Edition with its mini aero flares and vibrant colours.

Because the future of electric performance starts young.

Collectible and Pure Electric Emotion

The BE 6 Formula E Edition is a collectible eSUV created for fans who want the rush of Formula racing in a street-legal BEV with unmistakable Indian swagger.

Assured Gifts for the first 999 customers of BE 6 Formula E Edition#

- Track-day experience at Mahindra's Proving Track with Kush Maini
- Collector's Box with Mahindra Racing memorabilia
- A memorable photo & video of the delivery moment
- You can choose a special number between 0 and 99 which will come as a decal on the side door of your BE 6 Formula E Edition
- Your first name will appear on the Mahindra Racing Car which will race at the London E-Prix

Grand Prize for 3 Lucky Winners*

- Tickets and paddock access to London E-Prix in August 2026
- Meet & greet with Mahindra Racing team and MADE$ team
- Special roof decal

*Subject to Winners obtaining United Kingdom Visa. Responsibility of the Visa stays with the winner

Conditions apply

$ Full form of MADE – Mahindra Advanced Design Europe

Annexure – BE 6 Formula E FE2

Performance

- 79 kWh Battery Pack
  - Superfast Charging Capability: 20 to 80% in just 20 min with 180 kW DC Charger
  - Best-in-class Power of 210 kW
- Electric Power Steering with Variable Gear Ratio
- 10 metre Turning Circle Diameter
- Multiple Driving Modes with Boost Mode
- Multi step regeneration
- One-touch Single Pedal Drive
- SonicSuite with Virtual Engine Sounds
- iLink Front Suspension & 5-Link Rear Suspension
- MTV-CL technology
- Frequency Dependent Damping
- Low Rolling Resistance Tyres with NVH Reduction
- Cruise Control

Design

- Fixed Glass Infinity Roof
- Front Illuminated Logo
- All-new Signature front bumper

- Circular projector headlamps
- LED Tail lamps
- Stylish R19 Alloy Wheels
- Sporty rear boot and roof spoilers
- Soft wrapped Interior trims
- Leatherette Steering Wheel
- Leatherette + Suede Upholstery
- Vibrant Firestorm Orange-themed interiors
- Race-inspired graphics on side doors, fender, and bonnet
- Firestorm Orange FIA X Formula E edition plaque
- Race car-inspired start/stop button flap
- Front & Rear Bumper with skid plates
- Sporty Sill Claddings
- Tow hook (Front & Rear)
- Sporty body decals
- Firestorm Orange-coloured brake callipers
- Sporty Painted Brake Calliper
- Sporty interior & exterior finishes
- Formula E-inspired custom startup animation
- FIA branding on seat belts
- “Mahindra Formula E” branding on windshield
- Translucent door inserts

Safety

- 360 Degree Camera
- Blind View Monitor
- 6 Airbags
- High Stiffness Bodyshell
- All Wheel Disc Brakes
- Brake-by-Wire Tech
- Intelligent Electronic Brake Booster
- Driver Drowsiness Detection
- Electronic Parking Brake
- Front & Rear Parking Sensors
- TPMS with Individual Tyre Pressure Display

Technology

- Dual Super Screens (12.3”x2)
- Sonic Studio by Mahindra
- 16 Speaker Harman/Kardon Audio
- Dolby Atmos
- Qualcomm Snapdragon Chipset - 8155
- Wireless Android Auto & Apple CarPlay
- Superfast 5G Connectivity
- Wireless Charging in Front Row
- Pre-installed OTT, Social Media, News, Shopping Apps
- BYOD In-Car experience

- Connected Features like Cabin Precooling, Remote commands & more (Me4U App)
- Built-in Amazon Alexa

Comfort & Convenience

- Auto Dimming IRVM
- Auto Headlamps
- Rain Sensing Smart Wipers
- Height Adjustable Driver Seat & Seat Belt
- One-touch Driver Power Window
- Dual Zone Temperature Control
- Auto Fold ORVMs
- 65 W Type C Fast Charging Ports for Front & Rear
- Parcel Shelf
- 60:40 Split in 2nd Row Seats with 2-Step Recline
- Rear demister
- Spacious Frunk & Trunk
- Frunk with drain hole & light + Frunk Mat
- Rear AC Vents
- Tilt & Telescopic Steering
- Cooled Console Storage
- BYOD – Mounting Provision on Seats
- Acoustic Laminated Door Glass

Below package of features available with BE 6 Formula E FE3:

- Intelligent Adaptive Suspension
- Sporty R20 Alloy wheels
- Night Trail - Carpet Lamps

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 #MahindraElectricOriginSUVs #BE6FormulaEEdition

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.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to https://www.mahindra.com/news-room.

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