Mahindra Unveils XEV 9S — India’s Big New Electric 7-seater SUV Starting at ? 19.95 Lakh

Auto

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- **Stylish Authentic SUV with a very quiet and smooth ride**
- **Based on INGLO platform and the brain of MAIA**
- **Best in Space compared to SUVs/MPVs**
- **Introducing 70 kWh battery offering best-in-class power of 180 kW and 380 Nm of torque**
- **Total 6 variants with the fully loaded Pack Three Above 79 kWh priced at Ex showroom ₹ 29.45 Lakh**
- **Bookings open: January 14, 2026, Deliveries start: January 23, 2026**

Bengaluru, November 27, 2025: If there’s one thing modern life rarely gives us, it’s space — space to pause, space to think, space to be ourselves, and space to be with the people who matter. Today, Mahindra brings that feeling back with something refreshingly meaningful: the XEV 9S, India’s first authentic electric origin 7-seater SUV built ground-up on the INGLO architecture.

The XEV 9S arrives as India's **Big New Electric** — a bold idea crafted into an intelligently spacious SUV for people whose lives, dreams, and daily journeys are getting bigger. It's designed for families, creators, travellers, and everyday Indians who want one simple thing from their car:

space for everything they want to do and everything they want to be.

Powered by MAIA, India's fastest automotive mind, and shaped with Mahindra's expressive design philosophy, the XEV 9S doesn't just introduce a new vehicle — it introduces a new feeling of electric freedom.

A Big New Electric for Big Lives With its expansive cabin, clever three-row electric-first layout, whisper-quiet drive, and an almost magical sense of openness, the XEV 9S gives families, travellers, creators, and commuters something Indian mobility has long denied them: **Comfort that isn't negotiated. Space that isn't apologised for. Electric that isn't small.**

R Velusamy, President - Automotive Business, Mahindra & Mahindra Ltd. and Managing Director, Mahindra Electric Automobile Ltd. said, *"We have always believed that technology is meaningful only when it expands human possibility. The XEV 9S built on the INGLO electric origin platform does exactly that by creatin space – more than anyone else and gives a smooth and noise free ride . THE MAIA brain enables many of its high tech features, making it the most advanced offering for its price ."*

Nalinikanth Gollagunta, Chief Executive Officer - Automotive Division, Mahindra & Mahindra Ltd. and Executive Director, Mahindra Electric

Automobile Ltd., said, *"The future of Indian mobility will belong to brands that don't just electrify vehicles, but reimagine categories. With the XEV 9S, we're not just playing in the EV segment, we're expanding it. This SUV signals the start of a BIG new electric era for Mahindra - one built on scale, on purpose, and on a deep understanding of how India moves. The attractive prices starting at ₹ 19.95 Lakh make a very high tech product accessible, with bookings opening on Jan 14 and deliveries start on Jan 23."*

Pratap Bose, Chief Design & Creative Officer - Auto & Farm Sectors, Mahindra & Mahindra Ltd., said, *"Designing the XEV 9S wasn't about adding lines to a surface, it was about shaping a feeling. We wanted it to feel like stepping into a personal sanctuary, yet one that carries the pulse of modern India. Electric gave us the canvas; INGLO gave us the freedom to sculpt light, space, and comfort. The result is an SUV that wears its size with grace and its technology with humility. It's expressive, it's calm, and it's unmistakably Mahindra - built for a nation whose aspirations are only getting bigger."*

The New Shape of Space:

The XEV 9S is an expression of Mahindra's signature Heartcore Design philosophy. Its athletic stance, clean lines, gloss finish, immersive tech-rich interiors and carefully balanced proportions scream 'Premium SUV' and evoke a sense of purpose and maximum space. The XEV 9S is silent sophistication on wheels.

Key Highlights:

Proven INGLO Platform

- Intelligent Adaptive dampers with i-Link at the Front & 5-Link independent suspension at the rear
- Advanced LFP Battery with Lifetime Warranty with 500 km Real World Range
- Brake by Wire with IEB
- High Power Steering with VGR

Biggest Electric SUV

- Biggest Cabin Space of **4076 L** (For Front & Second Row)
- Boot Space of upto **527 L**
- Best-in-Class Frunk Space of **150 L**
- 50:50 Split Seats in 3 rd Row

Second Row Luxury

- Powered Boss Mode
- Ventilated 2 nd Row Seats
- Recline & Sliding Adjustment
- Sunshade for 2 nd Row windows
- Acoustic “Laminated” Glass
- Wireless Phone Charging
- LiveYourMood with 3 modes

- Bring Your Own Device capability
- Lounge Desk

Big on Your Well-Being

- 7 Airbags
- L2+ ADAS with 5 Radars & 1 Vision Camera
- Driver Drowsiness Detection with DOMS (Eyedentity)
- Secure360 Pro – Live view & recording with new live communication feature

Intelligent Connectivity

- 140+ Features
- Digital Key, NFC, Charge Scheduler, User Profile

Ultimate SUV DNA

- Best Ground Clearance of **205 mm (222 mm Battery Ground Clearance)** with Command Seat Position
- Segment Leading Power of **210 kW**
- Best in Class Torque of **380 Nm**
- Fastest 7-Seater SUV in its class **(0–100 km/h in 7.0 seconds)**
- **202 km/h** Top Speed

Driver Focused Features

- VisionX – AR HUD
- Eyedentity – Driver & Occupant Monitoring System
- AutoPark Assist
- Drive Modes (Default, Range, Race, Everyday)
- Lowest-in-class Turning Circle Diameter of **10 m**
- 6-way Powered Memory Seat
- Captouch Steering Switches
- LiveYourMood – Club, Calm & Cozy
- Smart Climate control - Keep Mode

Big on Entertainment

- 16 Speaker Harman Kardon Audio with Dolby Atmos
- Three 31.24 cm Screens
- 5G Connectivity
- Ambient Lights
- Smart Climate control - Camp Mode
- Fun & Work Apps

Big On Savings

- 40% Depreciation Benefits for Business Owners
- ₹1.2/km Running Costs

- Maintenance Costs of 40 Paise per Kilometer
- Negligible Road Tax

Important Dates:

Add Your Preference: 14 th December, 2025; Test drives start: 5 th January, 2026 Bookings Open: 14 th January, 2026 and Customer deliveries commencing: 23 rd January, 2026

XEV 9S Feature Walk				
Category	Pack One Above (59, 79 kWh)	Pack Two Above (70, 79 kWh) (Incremental features over PACK ONE ABOVE)	Pack Three (79 kWh) (Incremental features over PACK TWO ABOVE)	Pack Three Above (79 kWh) (Incremental features over PACK THREE)

Performance	• 59 & 79 kWh Battery Pack • Superfast Charging Capability: 20 to 80% in just 20 min with 180 kW DC Charger (79 kWh Battery Pack), with 140 kW DC Charger (59 kWh Battery Pack) • Best-in-class Power of 210 kW (79 kWh Battery Pack), 170 kW (59 kWh Battery Pack) • Electric Power Steering with Variable Gear Ratio • 10 metre Turning	• 70 kWh Battery Pack • Superfast Charging Capability: 20 to 80% in just 20 min with 160 kW DC Charger • Best-in-class Power of 180 kW • Multi step regeneration, including Auto mode	• Intelligent Adaptive Suspension

Design	• Panoramic Skyroof • Illuminated Logo • Bi-LED Headlamps with DRLs • LED Tail Lamps • Premium Fabric Upholstery • Stylish R18 Wheels with Aero Covers • Premium Finish Exterior Cladding • CapTouch Switches on Console	• R18 Alloy Wheels • Soft Leatherette-wrapped Interior trims • Leatherette Seat Upholstery • Leatherette Steering Wheel	• LED DRLs with Centre Signature Lamp • Sequential Turn Indicators • Start-up Lighting Sequence • LightMeUp - Ambient lighting with 16 million colours – integrated in Interiors & Skyroof	• Night Trail - Carpet Lamps • CapTouch Switches on Steering Wheel

Safety	• 6 Airbags • High Stiffness Bodyshell • All-Wheel Disc Brakes • Brake-by-Wire Tech • Electronic Brake Booster with 46 Value Added Features • Driver Drowsiness Detection • Electronic Parking Brake • Rear Parking Sensors with HD Camera • TPMS with Individual Tyre Pressure Display	• L2 ADAS with 1 Radar & 1 Vision Camera • 360-degree Camera • Blind View Monitor • Front Parking Sensors	• 7 Airbags (6 Airbags + Driver Knee Airbag) • L2+ ADAS with 5 Radars & 1 Vision Camera – Driver Initiated Auto Lane Change – Lane centring & emergency steering assist – Blind Spot Detection – Front & Rear Cross Traffic Alert • Front Fog Lamps • Cornering Lamps • Auto Booster Lamps • Acoustic Laminated Door Glass	• VisionX (ARHUD) • Eyedentity – DOMS • Secure360 – Live view & recording

Technology	• Coast-to-Coast Triple Super Screens (12.3"x3) • Qualcomm Snapdragon Chipset - 8155 • Wireless Android Auto & Apple CarPlay • Superfast 5G Connectivity • Pre-installed OTT, SocialMedia, News, Shopping Apps • BYOD In-Car experience • Connected Features like Cabin Precooling, Scheduled Charging, Remote	• Sonic Studio by Mahindra • 16 Speaker Harman/Kardon Audio • Dolby Atmos • Wireless Charging in Front Row • NFC Key (Phone & Key card)	• Dual Wireless Charging (Front and Rear) • Advanced Air Filtration with AQI display	• Qualcomm 8295 Snapdragon Chipset with 24 GB RAM & 128 GB Storage • AutoPark Assist • Video Calling • Drive Video Recording

Comfort & Convenience	• 2 nd Row sliding seats • 60:40 Split in 2nd Row Seats with Multi-Step Recline • Height Adjustable Driver Seat & Seat Belt • Rear wiper & washer • Rear demister • Push Button Start • Spacious Frunk (150L) & Trunk (upto 527L) • Frunk with drain hole & light • One-touch Driver Power Window • Auto Headlamps • Rain Sensing Smart	• Ventilated 1 st Row Seats • 6 way Adjustable Powered Driver Seat + 2 way Adjustable Manual Lumbar • Auto Fold ORVMs • ORVM Auto Tilt on Reverse • Dual Zone Automatic Temperature Control • Auto Dimming IRVM • Co-Driver ergo lever • BYOD – Mounting Provision on Seats • Auto Defogger For Windshield	• 6 way Adjustable Powered Co-Driver Seat with power boss mode • Ventilated 2 nd Row Seats • 2 nd Row Snack tray (behind co-driver seat) • Electrically Deployed Flush Door Handles • Passive Keyless Entry (PKE) • Second Row Window Sunshade

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 #XEV9S #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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