Mahindra launches Thar ROXX STAR EDN

Auto

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Introductory Price Starting at ? 16.85 Lakh

Mumbai, January 23, 2026: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today announced the launch of the new **Thar ROXX STAR EDN** – an aesthetically elevated addition to the Thar ROXX range. Crafted for those seeking that exclusive touch, the Thar ROXX STAR EDN combines Thar's legendary capability with bespoke design elements both on the exterior and in the cabin.

Highlights - Thar ROXX STAR EDN

- **All-Black Leatherette Seats with Suede Accents:** Premium dark finish elevating the cabin's ambience and feel.
- **Piano Black Grille:** A sleek piano black front grille giving the STAR EDN a bold yet sophisticated front fascia that underscores its exclusive status.
- **Piano Black Alloy Wheels:** Matching premium finish alloy wheels further enhances the Thar ROXX's unmissable stance with a touch of elegance.

- **Color Options:** A vibrant new hero color Citrine Yellow, adding a distinctive and sporty presence. Other color options include Tango Red, Everest White and Stealth Black.

Thar ROXX STAR EDN will continue to offer proven engine and transmission options - G20 TGDi mStallion and D22 mHawk producing max power of 130 kW@5000r/min, torque of 380 Nm and power of 128.6 kW@3500r/min, torque of 400 Nm respectively. All three variants will come with rear-wheel drive system for versatile driving conditions.

Since its debut in 2024, Thar ROXX has captured the imagination of customers across India with its blend of advanced capability and modern refinement. It swiftly established itself as a lifestyle icon on Indian roads, redefining standards for SUVs in India. Thar ROXX has also been widely celebrated, winning 36 awards—including 15 'Car of the Year' titles and the prestigious Indian Car of the Year (ICOTY) 2025, reinforcing its dominance in the Indian market.

Introductory Variant-wise Pricing (Ex-Showroom) - Thar ROXX STAR EDN

Variant	G20	G20	D22	D22
	MT	AT	MT	AT
	RWD			
Thar ROXX STAR EDN	-	₹ 17.85 Lakh	₹ 16.85 Lakh	₹ 18.35 Lakh

Key Features - Thar ROXX STAR EDN	
Sophistication and Comfort • All Black Leatherette seat with Suede Accents **(NEW)** • Front Ventilated Seats • Sliding Armrest • 60:40 Split Rear Seats with Multipoint recline • Fully Automatic Temperature Control • Electric Fold ORVM • Steering Mounted Controls • Tyre Direction Monitoring System • Cruise Control	**Unmissable Presence** • Piano Black Finish New Grille **(NEW)** • Commanding SUV stance with R19 Piano Black Finish Alloy Wheel **(NEW)** • Sunroof Panoramic (Skyroof) • LED Projector Headlamps with DRLs • LED Tail Lamps • LED Front Fog Lamps • Plush, Sophisticated Interiors with Luxurious Colours, Materials and Finishes

Key Features - Thar ROXX STAR EDN	
Sci-Fi Technology • HD Touchscreen Infotainment (26.03 cm) • 26.03 cm HD digital cluster • Adrenox connected Car with Alexa built- in & 83 connected features • Android AutoTM + Apple CarPlayTM, both wired & wireless • Surround view Camera • 9 speaker custom tuned Harman Kardon (TM) Quantum Logic premium audio • Approach unlock & Walk-away lock	**Spirited Performance** • 2.0 L Turbo Petrol Direct Injection (TGDI), mStallion (RWD) • Diesel Common Rail Direct Injection Technology - mHawk (RWD) • M_GLYDE Body On Frame Platform • Gen II Adventure Statistics • XPLOR - Selectable Terrain Modes Snow, Sand, Mud • Brake Locking Differential

Key Features - Thar ROXX STAR EDN
World Class Safety • Engineered for 5-STAR Bharat NCAP rating • 6 Airbags Driver, Passenger, Side & Curtain • Tyre Pressure Monitoring System • Parking Sensors (Rear + Front) • Rear Parking Camera • Auto Dimming IRVM • Impact Sensing Auto Door Unlock • Immobilizer • E-call & SOS

Social Media Addresses for Mahindra Thar ROXX:

- **Brand Website:** https://auto.mahindra.com/suv/thar-roxx
- **Twitter:** Mahindra_Thar
- **YouTube:** @MahindraThar
- **Instagram:** mahindrathar
- **Facebook:** MahindraThar

- **Hashtags:** #TharROXX #STAREDN #ROXX

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/

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