# Mahindra elevates luxury with the exclusive XEV 9e Cineluxe Edition at ?29.35 Lakh

*Auto*

*Author : mahindraadmin  Category : Auto  Published : 3/1/2026*

- XEV 9e Cineluxe Edition priced at ₹29.35 Lakh, ex-showroom
- Bookings open: 2nd March 2026 | Deliveries begin: 10th March 2026
- Offered in **exclusive new exterior colours** – Satin Black or Satin White – **paired with** Chestnut Brown and Nocturne Black smooth-grain leatherette interiors.

**Mumbai, March 1, 2026:** Mahindra today unveiled the **XEV 9e Cineluxe Edition**, a more indulgent interpretation of its flagship Electric Origin SUV. Created for those who don't just appreciate luxury but expect it to be felt, Cineluxe is where craftsmanship, technology and theatre come together, effortlessly.

Since its global unveiling in November 2024, the XEV 9e has rewritten expectations in India's luxury SUV space. It is already India's most awarded electric SUV, including the prestigious Green Car of the Year at ICOTY 2026, and has found favour with people of eminence – from celebrities and

sportspeople to business leaders – cementing its position as their luxury SUV of choice.

The XEV 9e Cineluxe Edition introduces exclusive new exterior colours – Satin Black or Satin White – paired with all-new Chestnut Brown and Nocturne Black smooth-grain leatherette interiors. Every surface, texture and detail has been curated to elevate the in-cabin experience, turning the space into something closer to a private lounge.

At the heart of XEV 9e Cineluxe is a truly cinematic experience. A coast-to-coast triple HD display and a 16-speaker Harman Kardon audio system with Dolby Atmos surrounds occupants with studio-grade audio-visual, while the Infinity Roof and ambient lighting offer over 16 million hues to choose from - allowing every drive to be set to mood, moment or mindset. The result is an experience designed to be savoured, not rushed.

Built on the top-of-the-line Pack Three variant, the XEV 9e Cineluxe Edition is powered by a 79 kWh battery delivering over 500 km of real-world range ensuring indulgence never comes with compromise. Whether it's a long highway cruise or a night on the town, XEV 9e Cineluxe makes every journey feel considered and calm.

Alongside its exclusive finishes, XEV 9e Cineluxe brings with it the full suite of advanced features from Pack Three, including the StraightAhead VisionX AR heads-up display, EyeDentity Driver & Occupant Monitoring, HandsFree

Park (Auto Park Assist), Secure360, and more. It also offers thoughtful new technology features such as Camp, Keep and PawPal HVAC modes, Custom Drive Modes, Digital Key, Secure360 Pro, and personalised user profiles - luxury that adapts to you, not the other way around.

The XEV 9e Cineluxe Edition isn't about louder statements. It's about quieter confidence. A luxury SUV that doesn't need to prove itself - because it already has.

**YouTube Link** - https://youtu.be/K2-Zx2CKyGM

## Social Media Addresses for Mahindra Electric Origin SUVs:

- **Brand website:** https://www.mahindraelectricsuv.com/
- **Instagram:** @mahindraelectricsuvs
- **Twitter (X):** @mahindraeSUVs
- **YouTube:** @mahindraelectricsuvs
- **Facebook:** @mahindraelectricoriginsuvs
- **Hashtags:** #XEV9e #XEV9eCineluxe #UnlimitLuxury #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.

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

## Media contact information

Siddharth Saha

Sr. Manager, Marketing Communications, Mahindra Automotive

Email – saha.siddharth@mahindra.com

You can also write to us on: automediaenquiries@mahindra.com

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