Mahindra announces price hike across SUV and CV range effective April 6, 2026

Auto

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Mumbai, April 2, 2026: Mahindra & Mahindra, India's leading SUV manufacturer, today announced an increase in prices of up to 2.5% for its ICE SUV and CV range, with an average hike of 1.6% across the portfolio. This price increase, effective 6 April 2026, is attributed to a combination of cost escalations.

For the recently introduced XUV7XO, the price hike is expected to come into effect after the delivery to the first 40,000 price-protected bookings.

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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Mahindra Price Hike