

Mahindra announces price hike across SUV and CV range effective 10 July, 2026

Auto

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Mumbai, 08 July, 2026: Mahindra & Mahindra today announced an average price increase of 2.7% on its SUVs and 2% for its Commercial Vehicle (CV) range effective July 10, 2026. This price increase is attributed to mainly commodity cost escalations. The extent of the price increase will vary across specific products.

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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