Mahindra Unveils its Global Pik Up; The All-New Scorpio Lifestyler To be Launched by April 2027 with starting price below ?19.79 Lakh Ex-Showroom

Auto

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~ Built for a bigger world, christened as Mahindra Lifestyler for international markets ~

Mumbai, 14 August, 2026: Mahindra & Mahindra Ltd. today unveiled its Global Pik Up, now set to be launched as ***Mahindra Scorpio Lifestyler*** in India. First showcased as a concept in Cape Town, South Africa, in August 2023, the pickup will be launched as the ***Mahindra Lifestyler*** across international markets, marking a significant milestone in Mahindra's global growth journey.

Designed at Mahindra India Design Studio (MIDS) in Mumbai and developed at Mahindra Research Valley (MRV) in Chennai, the Scorpio Lifestyler is built for a bigger world. Conceived to redefine the global midsize pickup segment, it combines Mahindra's next-generation body-on-frame architecture, advanced technology, authentic capability and compelling value in a package developed to global standards and shaped by insights from customers across

international markets.

Its arrival in India marks the beginning of a new chapter for the lifestyle pickup category, bringing a world-class product to a new generation of customers with diverse aspirations and a desire to embrace every opportunity that lies ahead. Designed for both payload and playload, the Scorpio Lifestyler seamlessly combines utility, adventure and everyday comfort.

The Scorpio Lifestyler is set to make its debut by **April 2027**, with India prices starting below **₹ 19.79 Lakh** Ex-Showroom.

Dr Velusamy R, President, Automotive Business, Mahindra & Mahindra Ltd., said, *"From the outset, our vision was to create a world-class global pickup that raises the bar for the segment while remaining true to Mahindra's strengths in authentic capability and value. The Scorpio Lifestyler is a testament to the strong product development capabilities at Mahindra Research Valley (MRV). Built on our advanced next-generation body-on-frame architecture, it has been engineered to deliver the capability, durability, safety and refinement demanded by customers around the world."*

Pratap Bose, Chief Design and Creative Officer, Mahindra & Mahindra Ltd., said, *"The Scorpio Lifestyler is inspired by how our customers work, play and explore. Combining bold exterior design, plush interiors and SUV-like comfort with unmistakable Mahindra toughness, it brings style and refinement to every journey. This philosophy is reflected in the three editions showcased today: Valley*

celebrates purposeful refinement, Reef embodies freedom and exploration, and Trail captures the spirit of boundless adventure. Together, they express our vision of a pickup that celebrates individuality while remaining rooted in capability, authenticity and the freedom to explore without limits."

Nalinikanth Gollagunta, CEO, Automotive Division, Mahindra & Mahindra Ltd., said, *"The Scorpio Lifestyler represents the convergence of global engineering and evolving customer aspirations. As we prepare for its India launch, we see a growing appetite among customers for a vehicle that delivers authentic capability without compromising on technology, safety, comfort or everyday usability. We are investing in building awareness, strengthening our network and creating the right ownership experience for this category. We believe the Scorpio Lifestyler has the potential to redefine expectations and shape the future of the pickup segment in India."*

THREE DISTINCT EXPRESSIONS:

The Mahindra Scorpio Lifestyler has been engineered to adapt seamlessly across diverse terrains, environments and pursuits. To showcase the breadth of its character and capability, Mahindra has unveiled three distinctive expressions, each inspired by a unique way of exploring the world around us and the evolving needs of a new generation of pickup customers.

Valley Edition

Created for those who seek a harmonious blend of work and leisure, the **Valley Edition** combines practicality with refined comfort. Finished in **Artemis Grey**

, its colour draws inspiration from the rich, layered hues of expansive estates.

Reef Edition

Inspired by the spirit of freedom and discovery, the **Reef Edition** is designed for those constantly drawn to the outdoors and new vistas. Its **Aquareef** finish captures the ever-changing shades of the ocean.

Trail Edition

Bold and adventurous, the **Trail Edition** embodies the go-anywhere character of the Scorpio Lifestyler. Finished in **Sahara Beige**, it takes inspiration from vast sandscapes and the pursuit of new horizons.

GLOBAL ASPIRATION: MAHINDRA LIFESTYLER ENGINEERED FOR THE WORLD

The ***Mahindra Lifestyler*** marks an important milestone in the company's global growth strategy and its vision of creating a world-class pickup for customers across international markets.

Developed from the outset as a global product, the Mahindra Lifestyler has been conceived to meet the evolving expectations of modern pickup customers by bringing together:

- Authentic pickup capability and durability
- Global engineering and safety standards
- Advanced technology
- Sophisticated design and premium refinement

- Versatility for work, adventure and everyday life
- Mahindra's proven pickup legacy across international markets

Targeting the high-potential midsize lifestyle pickup segment across **Australia & New Zealand, South Africa, Africa, Middle East and Latin America,** the ***Mahindra Lifestyler*** has been designed as a global product capable of meeting diverse customer needs and market requirements.

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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- **Hashtags**: #MahindraGlobalPikUp, #GlobalPikUp, #BuiltForABiggerWorld, #ScorpioLifestyler, #MahindraAuto

Media contact information

Siddharth Saha

DGM, Marketing Communications, Mahindra Automotive

Email – saha.siddharth@mahindra.com

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

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