Mahindra introduces the BE 6 SPORTEQ, a bold new expression of sport, technology, and electric performance

Auto

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Key Highlights

- **Introducing Battery as a Service (BaaS)**: The new BE 6 SPORTEQ series starts at ₹ 11.45 Lakh with BaaS and battery at ₹ 3.75 per km
- **Digital Cockpit & TEQ Suites**: A futuristic three-screen, coast-to-coast cockpit paired with six all-new TEQ Suites including TEQ_Talk built with Google Gemini - a next generation conversational companion, designed to make every drive more connected, intuitive, and effortless.
- **BE 6 SPORTEQ Launch Edition**: An all-new Graphite Storm exterior with full Racing Tan leatherette interiors.
- **BE 6 SPORTEQ Formula E Freedom Edition**: A sportier expression of the BE 6 SPORTEQ series with original race-inspired cockpit with two screens and the signature halo design that celebrates Mahindra's Formula E journey.
- **Software-defined vehicle (SDV) prowess**: Features introduced on the BE 6 SPORTEQ series will be rolled out to existing BE 6, XEV 9e and XEV 9S owners in phases starting January 2027.

- **Deliveries begin** on the auspicious occasion of Onam (26th August 2026)

Mumbai, 15 August 2026 — Mahindra today introduced the **BE 6 SPORTEQ**, an all-new series that marks the next evolution of its acclaimed electric origin SUV. Bringing together the sporty character and technology leadership that defines the BE 6, the new series gives customers a wider range of experiences to choose from. To mark the unveiling of the BE 6 SPORTEQ range, Mahindra also took the wraps off two additional expressions of the SPORTEQ philosophy, the top-of-the-line **Launch Edition** and the performance-focused **Formula E Freedom Edition**.

The BE 6 has captured the imagination of owners and fans alike since its launch in November 2024, becoming the most talked-about Mahindra eSUV. The BE 6 has resonated for the way it makes people feel, inspiring an emotional connection among owners and admirers alike. ***Pulse Goes Rogue*** is the campaign that captures that spirit, taking forward the very idea on which the BE 6 was built.

BE 6 SPORTEQ: A whole new expression of design, technology and experience

SPORTEQ has been conceived as a distinct series, bringing together a set of new design, technology and experience enhancements.

Available in 12 striking colour options including 4 new (Rosso Impulso, Ruby Velvet, Graphite Storm and Firestorm Orange Satin) and offered across eight

variants, ONE, TWO, THREE, THREE+, FOUR, FE, FE FOUR and Launch Edition, the SPORTEQ series has been designed to offer customers a wider choice of performance, technology and ownership experiences.

From TWO onwards, all variants feature a three-screen coast-to-coast display, creating a more immersive and futuristic cockpit experience. Customers seeking the original race- inspired cockpit with two screens and the signature halo design can opt for the SPORTEQ Freedom Edition.

Every variant in the SPORTEQ series features an enhanced suite of technology-rich, segment-first features, staying true to the BE 6 eSUV's core proposition as a Software Defined Vehicle (SDV).

All new technology and software features introduced on the SPORTEQ series will be made available to existing BE 6, XEV 9e and XEV 9S customers through over-the-air (OTA) software updates, rolled out in phases starting January 2027. The specific feature set available to customers will vary depending on the vehicle model and variant.

MAIA and the six TEQ suites:

The six TEQ Suites are powered by MAIA, Mahindra's Artificial Intelligence Architecture and the foundation of its Software Defined Vehicle (SDV) vision. It enables features that make the vehicle more intuitive, engaging, secure and responsive to individual customer needs.

TEQ_Talk: Built with Google Gemini - a next generation conversational companion, designed to make every drive more connected, intuitive, and effortless. TEQ_Talk powers natural interactions through 17 specialized AI agents. It supports over 100 core functions & 48 Apps including:

- Vehicle controls
- Navigation
- Music
- News

TEQ_Play: Offers a rich suite of interactive experiences including:

- Karaoke – 1st OEM in India
- In-car gaming suite, also in BYOD mode – 1 st OEM in India
- Private Audio
- Dolby Vision and Dolby Atmos
- GrooveMe Party
- Milestone

TEQ_Drive: Enhances performance and driving dynamics through a suite of intelligent vehicle controls like:

- Custom Drive Mode
- Drift Mode
- Tribe Drive

- Revive & Revive SOS
- The Formula E Freedom Edition-exclusive Acceleration Boost

TEQ_Me: Transforms personalisation from a setting into an experience via:

- User profile with Auto-detection

TEQ_Secure: Enhances safety through intelligent monitoring features like:

- Secure360 Pro – Live view with audio relay and Intrusion Alert
- NFC & digital car key - An expanded and seamless secure digital car key ecosystem across iPhone, Apple Watch, Google Pixel, and Samsung Galaxy phones, as well as NFC Key Cards. This makes Mahindra the first Indian automotive OEM to offer Car Connectivity Consortium (CCC) compliant Digital Car Key functionality across multiple device ecosystems
- 3rd Screen Parental Lock

TEQ_xting: Enables a new degree of personalisation by allowing customers to create:

- Personalised Tailgate Messaging

BE 6 SPORTEQ Launch Edition

The BE 6 SPORTEQ Launch Edition sits at the top of the range, distinguished by an exclusive Graphite Storm exterior and a full Racing Tan leatherette interior.

BE 6 SPORTEQ Formula E Freedom Edition

The BE 6 SPORTEQ Formula E Freedom Edition represents the most performance-focused expression of the BE 6. Drawing from Mahindra Racing's Formula E programme, it translates the spirit of electric motorsport into a distinctive road-going package.

The timing is significant, with Mahindra Racing enjoying one of its strongest Formula E campaigns in recent years. With victories in Monaco and Tokyo and a record-equalling four pole positions for Edoardo Mortara, Mahindra Racing has reaffirmed its competitive credentials on the global electric racing stage.

This connection will be further reinforced at the London E-Prix, where the Freedom livery and the SPORTEQ Freedom Edition will be showcased together.

The SPORTEQ Freedom Edition features the original BE 6 headlamp design, complemented by a more purposeful exterior treatment with subtle tricolour accents that celebrate its racing inspiration. Emphasising its sporty character, the SPORTEQ Freedom Edition will be available in vibrant Satin colour finishes including the new Rosso Impulso. Inside, the cabin adopts an exclusive Black & Firestorm orange theme, paired with a two-screen digital cockpit and a signature halo design element unique to this edition.

Designed for enthusiasts seeking a more engaging driving experience, the SPORTEQ Freedom Edition will offer Acceleration Boost (0-100 km/h in 6.44 sec) delivering an added layer of performance and driver involvement

Dr Velusamy R, President, Automotive Business, Mahindra & Mahindra Ltd. and Managing Director, Mahindra Electric Automobile Ltd. said, *"Electric mobility is entering a new phase. Customers no longer judge an EV simply by its range or acceleration. They expect it to become more intelligent, more personal and more capable throughout its lifetime. SPORTEQ reflects that shift. Powered by MAIA, it brings together AI, personalisation, performance and entertainment in ways that make every journey more intuitive. As the BE 6 is software-defined, it has the ability to keep evolving long after customers take delivery. The future belongs to vehicles that grow with their owners. SPORTEQ is designed to do exactly that, delivering an ownership experience that keeps expanding the boundaries of what customers expect from an electric SUV."*

Pratap Bose, Chief Design & Creative Officer, Auto & Farm Sectors, Mahindra & Mahindra Ltd., said, *"At Mahindra, design goes beyond styling. It encompasses not just how a product looks or feels but how customers experience it in all its aspects. This is especially true of a software-defined vehicle like the BE 6 SPORTEQ whose design ensures that every surface, every display and every interaction contribute to how the car makes you feel. With SPORTEQ, we wanted the cabin to deliver the same sense of theatre as the exterior. The new Racing Tan interior, the coast-to-coast three-screen display and every material choice have been brought together to create an environment that feels immersive, progressive and unmistakably BE 6. It is a space that celebrates technology without losing its emotional connection with the driver."*

Nalinikanth Gollagunta, Chief Executive Officer, Automotive Division, Mahindra & Mahindra Ltd. and Executive Director, Mahindra Electric Automobile Ltd., said, *"The BE 6 has always stood for bold design, sporty character and the courage to do things differently. SPORTEQ builds on that foundation, combining performance-inspired experiences with intelligent technology to create the next chapter of the BE 6 story. It is about making advanced technology and everyday excitement accessible to more customers than ever before."*

Prices and availability:

BE 6 SPORTEQ variant-wise Ex-showroom prices* in ? Lakh

Variant / Battery	59 kWh (BaaS) #	59 kWh	70 kWh	79 kWh
ONE	₹ 11.45	₹ 19.45	-	-
TWO	₹ 12.95	₹ 20.95	-	-
THREE	-	₹ 21.95	₹ 22.95	-
THREE +	-	-	₹ 23.95	₹ 24.95
FOUR	-	-	-	₹ 26.95

Variant / Battery	59 kWh (BaaS) #	59 kWh	70 kWh	79 kWh
LAUNCH EDITION	-	-	-	₹ 26.95
FE	-	-	-	₹ 24.45
FE FOUR	-	-	-	₹ 26.95

** Prices are without wall charger and its installation cost.*

 # with Battery at ₹ 3.75/km, considering 60 km/day usage.

Deliveries begin on the auspicious occasion of Onam (26th August 2026)

Social Media Addresses for Mahindra Electric Origin SUVs:

- Brand website: https://www.mahindraelectricsuv.com/
- Instagram: @mahindraelectricsuvs
- X: @mahindraeSUVs
- YouTube: @mahindraelectricsuvs
- Facebook: @mahindraelectricoriginsuvs
- Hashtags: #BE6SPORTEQ #MahindraElectricOriginSUVs #PulseGoesRogue

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 vehicles, 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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