Mahindra Launches ‘Thar OG’: Built on Legacy. Engineered for a New Era Introductory Price starting at ? 10.32 Lakh*

Auto

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Deliveries begin from 11 October, 2026 onwards

- **Engineered to go further:** M_Glyde 4G platform with advanced PENTALINK suspension
- **Refined for everyday adventure:** DAVINCI Damping technology for best-ever ride quality
- **Equipped to conquer more:** Electronic Locking Differential and Terrain Modes
- **Powered to explore more:** More powerful mHawk and mStallion engines
- **Styled to stand apart:** Bold New Grille, Truffle Brown Leatherette Upholstery, signature LED lighting and R19 alloys
- **Driven by Safety:** 6 airbags, front parking sensors and all-disc brakes

Mumbai, September 22, 2026: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today launched the Thar OG, a complete reimagination of

India's most iconic lifestyle SUV. Starting at ₹ 10.32 Lakh (ex-showroom), the Thar OG succeeds the three-door Thar unveiled in 2020, which created an entirely new category and one of the most passionate automotive communities in the country.

Reimagining a legend is never about rewriting its story. It is about honouring its spirit while making it relevant for a new era. Since inception, the Thar has evolved from being just an SUV into an Indian icon, inspiring a unique Thar Life built around exploration, freedom and self- expression.

From remote trails to city skylines, the Thar has broken the mould of traditional off-roaders and captured the imagination of a new generation of discerning buyers seeking an authentic SUV experience. Embodying the spirit to Explore the Impossible, the Thar OG carries forward everything enthusiasts love about the icon while elevating its design, capability and everyday usability, taking its story into its most exciting chapter yet.

Dr Velusamy R, President, Automotive Business, Mahindra & Mahindra Ltd. said, *"The Thar is not just an SUV, it is an emotion. With over 4 lakh customers, it has become one of India's most successful lifestyle SUV brands. With the Thar OG, we have elevated the iconic three-door Thar through significant advances in on-road refinement and off-road capability. Built on the advanced M_Glyde 4G platform, it features technologies such as DAVINCI Damping, Rear PENTALINK suspension with Watts Link, Electronic Locking Differential and Electric Power Steering. Together, these deliver the best ride quality, handling,*

stability and driving confidence ever offered in a Thar, while preserving the authentic capability and rugged character that enthusiasts cherish. We are confident the Thar OG will further strengthen the brand and attract a new generation of enthusiasts."

Pratap Bose, Chief Design & Creative Officer, Auto & Farm Sectors, Mahindra & Mahindra Ltd., said, *"The Thar is one of the most iconic and emotionally resonant nameplates in Indian automotive history, representing authenticity, adventure and a character that has inspired generations of enthusiasts. Designing the Thar OG was never about reinventing an icon but making it even more Thar. Our vision was to preserve its authentic, boxy attitude, strong stance and unmistakable silhouette, while evolving it for a new generation. The new grille, classic circular LED headlamps, signature C-shaped DRLs, LED fog lamps and new R19 alloys enhance its purposeful and instantly recognisable presence. Every design element balances functionality with iconic road presence, reinforcing the Thar's ability to go anywhere, anytime."*

Nalinikanth Gollagunta, Chief Executive Officer, Automotive Division, Mahindra & Mahindra Ltd., said, *"The Thar has evolved far beyond being an SUV. It has become an icon that represents freedom, adventure and a way of life for an entire generation of customers. Every new chapter in its journey has expanded its appeal while remaining rooted in the authenticity and capability that have always defined the Thar. The Thar OG is our commitment to that community and to the countless new enthusiasts waiting to join it. With enhanced ride comfort, driving dynamics and capability, the Thar OG takes everything our*

customers love about the Thar and raises it to a new level."

Key Highlights: Thar OG

More Refined

- The Thar OG is underpinned by the M_Glyde 4G platform with higher stiffness to deliver confident driving both on road and off road.
- Rear PENTALINK suspension incorporating Watts Link for better cornering stability and precise control
- DAVINCI Damping technology with Frequency Dependent Damping (FDD) enabling a plush ride
- Electric Power Steering (EPS) makes manoeuvring feel incredibly effortless
- Enhanced NVH Damping for a refined cabin experience

More Capable

- Electronic Locking Differential (ELD) enhances go-anywhere capability
- Purpose-built Terrain Modes (Mud, Sand & Snow) intelligently optimise vehicle performance for confident driving across diverse terrains
- Proven powertrains now with more power and more torque:
    - G20 TGDi mStallion Petrol - 119 kW | 330 Nm
    - D22 mHawk Diesel – 111.9 kW | 330 Nm
    - D117 CRDe Diesel – 87.2 kW | 300 Nm (Power/Torque remain the same for this engine)

More Stylish

- Bold new grille with new LED headlamp and signature C-shaped DRLs

- New rugged front and rear bumpers with a wider track
- New R19 alloy wheels for a premium stance
- LED ice-cube fog lamps with cornering lamps, new LED taillamps
- Truffle Brown leatherette seats
- Soft second-row armrest with cupholder
- Two striking new colors – Artemis Silver and Jeans Blue along with six existing colors

Safer

- 6 airbags, including 4 first-in-segment Head Pelvis Thorax Shoulder (HPTS) airbags for front and rear passenger protection
- All 4 disc brakes with a comprehensive ESP 9.3 suite and front parking sensors

Variant-wise Introductory Pricing (In Lakh*) – All prices are ex-showroom							
Engine	**D117 CRDe Diesel**	**D22 mHawk Diesel**			**G20 TGDi mStallion Pet**		
Drivetrain	**RWD**	**RWD**	**4WD**		**RWD**	**4WD**	
Transmission	**MT**	**AT**	**MT**	**AT**	**AT**	**MT**	**A**
AXT	₹ 10.32	-	-	-	-	-	
LXT	₹ 12.99	₹ 16.49	₹ 16.43	₹ 18.00	₹ 14.77	₹ 15.60	17

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Transmission	**MT**	**AT**	**MT**	**AT**	**AT**	**MT**	**A**
ZXT	₹ 13.99	₹ 17.49	₹ 17.49	₹ 18.99	₹ 16.09	₹ 16.60	17

**Introductory Price valid for deliveries until November 30, 2026*

Annexure

Thar OG Feature List		
AXT	**LXT (Incremental features over AXT)**	**ZXT (Incremental features over LXT)**

• Electric Power Steering • Push Button Start • Dual Airbags • Brake Locking Differential • Side Footstep: Tubular • ESP with rollover mitigation • Roll cage • R18 Steel Wheels • Halogen MFR Headlamps • LED Tail lamps • 2nd-row soft armrest on wheel arches • Height Adjustable Driver Seat	• Electronic Locking Differential (only in 4WD) • Terrain Modes (only in 4WD) • Terrain assist (in RWD: 2.2 L mHawk and 2.0 L mStallion) • R18 Alloys • 26.03 cm HD touchscreen infotainment • Color MID in instrument cluster • Dual Tone Bumpers • Side Footstep: Moulded • Electrically Adjustable ORVMs • Embossed Fabric Seats • Cruise Control • Rear Wiper Washer • Tyre Direction	• New R19 Alloys • New LED Headlamps with DRL • New LED front fog lamps • Cornering function • Wireless charger • Disc Brakes front and rear • Tyre Pressure Monitoring System • Rear View Camera • HPTS Airbags (4 Nos.) for front and rear seats (total 6 airbags) • Frequency Dependent Damping (FDD) • Front Parking Sensors • Embossed Leatherette seats

Social Media Addresses for Thar OG:

- Brand website: Mahindra Thar SUV - Price, Specs, Images & Colors | 3-Door
- Twitter: @Mahindra_Thar
- YouTube: @TharMahindra
- Instagram: @mahindrathar
- Facebook: Mahindra Thar
- Hashtags: #MahindraThar #TharOG #MahindraTharOG

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.

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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