



**Mahindra & Mahindra Ltd.**

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REF:NS:SEC:  
8<sup>th</sup> September, 2022

**National Stock Exchange of India Limited**  
"Exchange Plaza", 5<sup>th</sup> Floor,  
Plot No. C/1, G Block  
Bandra-Kurla Complex  
Bandra (East), Mumbai 400051.

**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai 400001.

**Bourse de Luxembourg**  
Societe de la Bourse de Luxembourg  
Societe Anonyme/R.C.B. 6222,  
B.P. 165, L-2011 Luxembourg.

**London Stock Exchange Plc**  
10 Paternoster Square  
London EC4M 7LS.

Dear Sirs,

**Sub: Intimation under SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015 -  
World Premiere of The All-Electric XUV400**

This is further to our letter bearing REF: NS:SEC dated 7<sup>th</sup> September, 2022, wherein we had given you an advance intimation of the Schedule of Analyst or Institutional Investor Meeting(s) with the Company in terms of Regulation 30 read with Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We wish to inform you that the Company has today virtually organized a World Premiere of **The All-Electric XUV400** in the presence of Investors/Analysts.

In furtherance of the same, please find enclosed the Press Release issued by the Company in this regard.

The streaming of "The All-Electric XUV400 World Premiere" event would be available on the website with the link: <https://www.youtube.com/watch?v=fpDr4Eb1Rpl> for a limited period of time.

Further, the recording of the event would be available on the Company's website with the link: <https://www.mahindra.com/investors/reports-and-filings> under 'Events update' in 2022-23-year filter.

Kindly take the same on record.

Yours faithfully,  
For **MAHINDRA & MAHINDRA LIMITED**

**NARAYAN SHANKAR**  
**COMPANY SECRETARY**  
Encl: as above



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Press Release

## Mahindra takes the wraps off its first electric SUV on World EV Day – the Fun & Fast XUV400

- First Indian make passenger vehicle with fastest acceleration in the non-luxury segment; 0-100 kmph in a mere 8.3 seconds, top speed of 150 kmph
- Widest C-segment e-SUV with unmissable road presence, class-leading features and roomy cabin; 1821 mm width, 2600 mm wheelbase, 4200 mm overall length
- Best-in-class anxiety-free long range of 456 kms on a single full-charge as per Indian driving cycle (MIDC)
- Highest functional safety, developed as per ISO standards, for an India-built EV
- Every inch an authentic Mahindra SUV, now with the dynamics and eco-friendliness of an electric drivetrain
- Drive modes with unique combination of steering, throttle and regen response – Fun, Fast, Fearless
- Segment-first single pedal drive mode ‘Lively mode’ for a seamless and effortless driving experience in dense traffic
- First-in-class gamification of driving behaviours making it fun to get the sci-fi max range out of the car and even measure the fun quotient with the thrill-o-meter
- Comes with best-in-industry dust and waterproof battery pack, which meets IP67 standards
- Best-in-class boot space of 378 litres/418 litres (up to roof)
- Comes equipped with BlueSense Plus mobile app with 60+ class leading connectivity features with smart watch connectivity
  - Over-the-air updates
  - Smart route planning & machine learning based driving and charging recommendations
- Access to an extensive fast charging infrastructure in the country and charger options with the product
- Available in five exciting colours: Arctic Blue, Everest White, Galaxy Grey, Napoli Black and Infinity Blue with dual tone roof option in Satin Copper finish
- “XUV400 Fun Fest” for customers across 16 key cities from November 2022
- Test drives will begin from December 2022 across 16 cities
- Ex-showroom prices will be communicated in January 2023
- Bookings to commence from January 2023
- Product to be launched across 16 cities in phase 1
- Deliveries to begin by end of January 2023



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**Chennai, September 8, 2022:** Mahindra & Mahindra, India's leading SUV manufacturer, today took the wraps off the fun and fast XUV400 electric SUV on the eve of World EV Day, for personal car buyers looking to embrace the future. Part of the Mahindra EV iconic brand XUV recently announced in the UK, the XUV400 is the first EV from Mahindra to feature the twin peaks logo with satin copper finish, giving it a distinctive presence on the road.

The XUV400 is a *generously sized* electric SUV that boasts cutting-edge technology, powerful features and thrilling performance. Operating in the C-segment SUV category, the XUV400 is 4200 mm long and boasts a wheelbase of 2600 mm, which offers its occupants not only excellent cabin space and legroom to luxuriate in but also best-in-class boot space of 378 litres/418 litres (up to roof). At 1821 mm, it is also the widest e-SUV in the category – offering plenty of shoulder space for occupants. The dimensions of the XUV400 also impart an unmissable road presence.

The stunning performance of the XUV400 makes it the first Indian make passenger vehicle with the fastest acceleration in the non-luxury segment as it attains the 100 kmph mark from standstill in a mere 8.3 seconds and goes on to reach a top speed of 150 kmph.

The thrilling performance is matched by its exemplary driving range. A full charge delivers an anxiety-free range of 456 kilometres as per Indian driving cycle standards (MIDC). This comes via a 39.4kW battery pack that uses state-of-the-art Li-ion cells, which offer longevity as well as quick charging – it takes only 50 minutes to complete 80% charging with the 50kW DC fast charger. When charged via a 7.2 kW/32A outlet, it takes 6 hours 30 minutes for 0-100% charge and the same is achieved in 13 hours while using a standard 3.3 kW/16A domestic socket.

The XUV400 is designed to stand out on Indian roads and comes with a signature trim accent in sophisticated satin copper finish. It rides on high gloss alloy-wheels featuring a diamond-cut high-contrast surface treatment.

Built in collaboration with global partners from South Korea, the XUV400 leverages their strengths across various segments – an advanced tech eco-system for speed and expertise – including calibration, system integration and vehicle validation. Powered by global technology leaders, the XUV400 comes equipped with high precision micro controllers for critical parts such as smart vehicle control unit and battery management system with highest level of safety compliance according to global standards.

On the reveal of Mahindra's first electric SUV, **Veejay Nakra, President, Automotive Division, M&M Ltd.** said, *"The Mahindra Group is committed to becoming Carbon Neutral by 2040 and our EV game plan is at the core of this mission. We are doing our part against climate change with the unveil of the All-Electric Mahindra XUV400, a fun-to-drive, generously sized SUV boasting excellent interior room for our discerning customers. The market too is extremely receptive for a clean, enjoyable and capable vehicle, and we foresee stupendous growth in the category. The XUV400's class-leading acceleration delivers an adrenaline rush, while its exceptional range offers anxiety-free drives. On the eve of the World EV Day 2022, we are proud to present to India's young trendsetters the fun and fast XUV400."*

Speaking on the development of the XUV400 e-SUV, **R. Velusamy, President, Automotive Technology and Product Development, M&M Ltd.** said, *"We started the development of the XUV400 by leveraging Mahindra's R&D capability with teams spread across Bengaluru, Pune, and*



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Chennai. We have tested the vehicle globally under extreme weather conditions along with testing of its fast-charging compatibility (CCS) in multiple geographies to ensure seamless experience for our customers. The XUV400 is based on our hugely successful XUV300 platform, which has been engineered to ensure every drive is safe, while delivering authentic SUV attributes. Combined with BlueSense Plus app for control of vehicle functions and status on mobile application, the XUV400 is a fun, peppy and stylish e-SUV for all those who are future-ready.”

The Mahindra Group has committed to being Net Zero carbon by 2040, and electric vehicles have a major role to play in this endeavour. Other than introducing a world-class electric SUV range under the Born Electric vision, the group is also supplementing it with access to an extensive fast charging infrastructure in the country and charger options with the product.

With a strong focus on the next gen customers, the product reveal of XUV400 is just the first step in the experiential launch process planned for XUV400 and will be followed by the exciting “XUV400 Fun Fest” for customers across 16 key cities in November. Test drives will begin from December 2022 and bookings will commence from first week of January 2023 at both Mahindra dealerships as well as online on <http://mahindraelectricautomobile.com/xuv400>. Deliveries of the XUV400 are scheduled to begin from end of January 2023. Phase 1 of the launch will cover the following 16 cities viz. Mumbai, Hyderabad, Delhi NCR, Bengaluru, Kolkata, Chennai, Pune, Ahmedabad, Goa, Jaipur, Surat, Nagpur, Trivandrum, Nashik, Chandigarh, Kochi.

#### Social Media Addresses for XUV400 EV:

- Brand website: <http://mahindraelectricautomobile.com/xuv400>
- Twitter: [https://twitter.com/Mahindra\\_XUV400](https://twitter.com/Mahindra_XUV400)
- YouTube: <https://www.youtube.com/channel/UC2MTeL5Tw9Q9jhCSSVRN0hg>
- Instagram: <https://www.instagram.com/mahindraxuv400>
- Facebook: <https://www.facebook.com/XUV400/>
- LinkedIn: <https://www.linkedin.com/company/mahindra-xuv400>
- Hashtag: #XUV400

#### About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 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.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise/  
For updates subscribe to <https://www.mahindra.com/news-room>.

#### Media contact information

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## ANNEXURE: More information about the new XUV400

### **SPIRITED PERFORMANCE**

The XUV400 EV provides the highest power and torque in its segment, powered by a high capacity 39.4 kWh lithium-ion battery. The motor produces 310 Nm of instant torque, enabling the vehicle to accelerate from 0 to 100 kmph in just 8.3 seconds, making it the first Indian make car with fastest acceleration in its segment.

The XUV400 offers first-in-class multi drive modes (Fun, Fast, and Fearless) which have a unique tuning of steering, throttle and regen. Its single pedal drive mode, the 'Lively mode', allows for a seamless and effortless driving experience in dense traffic, and is a segment first.

### **ELECTRIFYING PRESENCE**

The XUV400 gets the honour of being the first Mahindra vehicle to wear the Copper Twin Peaks logo. To target the younger audience, particular attention was paid to the dynamics of the car, and as a result the XUV400 is fun to drive – a character that is underlined by several new design elements, including the all-new front and rear design, with finely crafted details such as the Satin-Copper arrowhead inserts on the Aero Fascia as well as in the LED tail-lamps. The projector headlamps and the exclusive dual-tone body colour give it an unmissable presence on the roads.

On the inside, the XUV400 EV comes with the most spacious cabin, thanks to its generous 2600 mm wheelbase and 4200 mm overall length. With an 1821 mm width, it is the widest C-segment e-SUV with best-in-class boot space of 378 litres/418 litres (up to roof) and designed to reflect the same qualities as the exterior – solidity, capability, practicality, while at the same time offering passengers a high level of comfort and an excellent level of finish quality, with premium materials. The vehicle also comes with a 17.78 cm infotainment system offering top-notch connectivity and unmatched acoustics.

### **TOUGH YET SOPHISTICATED**

The XUV400 is engineered to take the rough with the smooth. It is certified for IP67 ingress, which indicates a best-in-class water and dust proof standards for the battery and the motor. Being a Mahindra SUV, it is built to conquer and offer enjoyable performance behind the wheel. At the same time, its single-pedal drive (Lively mode) instantaneous acceleration means cutting through city traffic becomes a breeze. A stylish presence apart, it oozes sophistication on the outside via its R16 diamond-cut alloy wheels, auto headlamps, electric sunroof and more. On the inside, it features plush interiors with its leatherette seats with blue stitching, and leather steering with audio controls.

### **SCI-FI TODAY**

The new XUV400 brings tomorrow today via its first-of-its-kind gamification feature that makes it fun to get the sci-fi max range out of the car and even measure the fun quotient with the thrill-o-meter. The 17.78 cm infotainment system is equipped with Android Auto and Apple CarPlay, while the BlueSense Plus App offers 60-plus mobile app based connected features, including accessibility to nearby charging points, Mahindra service stations, track vehicle location and many more powerful and useful features. The XUV400 is also future proof, as it is provisioned to receive Over-the-air updates to its firm ware.



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### **WORLD-CLASS SAFETY**

The XUV400 EV retains all its learnings from the XUV300 Global NCAP rating as it is built on a five-star rated platform and comes with class-leading safety features. The vehicle has the highest functional safety rating, developed as per ISO standards, for an India-built EV. Extensive crash simulations undertaken with the XUV400 were successful. Proving its reliability even further, the car has been rigorously tested under extreme weather conditions, ranging from +47°C (Jaisalmer) to -20°C (South Korea). Additionally, its fast-charging compatibility (CCS) has been tested in multiple geographies, including India, South Korea and Germany.

Besides the safety engineering, the XUV400 is also equipped with comprehensive safety equipment. This includes six airbags, a first-in-class offering in a mainstream EV, disc brakes all round, ISOFIX seats and more.

### **CHARGING AHEAD**

The XUV400 promises to deliver an anxiety-free long range of more than 456 kms on a single full-charge as per Indian driving cycle (MIDC). Additionally, the EV comes with the best-in-industry dust and water-proof battery pack which meets IP67 standards. This high-density battery pack is liquid-cooled to excel in Indian conditions and offer optimum performance across diverse conditions.

It offers best-in-class peak efficiency of motor (>98.2 percent) and long-life transmission oil – filled for life (>1,20,000 kms), ensuring peace of mind. When plugged into a DC fast charger, the XUV400 EV will replenish 80% battery capacity within 50 minutes. In addition, the XUV400 eSUV can be charged from any 16 amp plug point.

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