







**BRAND PURPOSE**  
**SPORTS UTILITY VEHICLES**

# EXPLORE THE IMPOSSIBLE

Life is an adventure; Live it boldly  
while caring for our Planet.

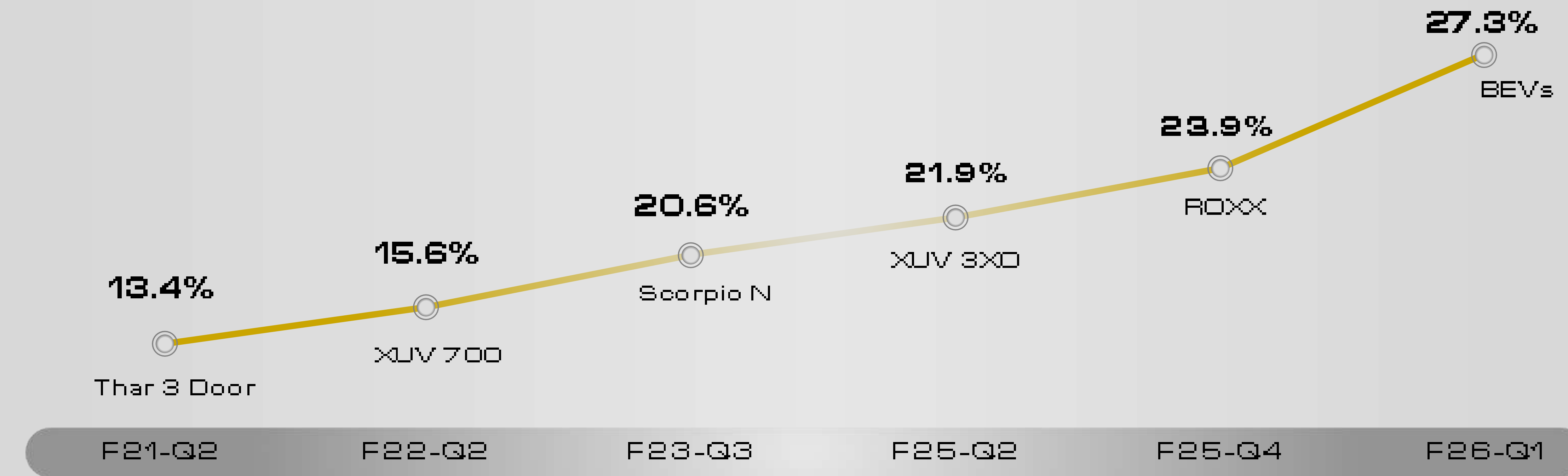
Our Agile, Bold, and Collaborative people  
create sophisticated and authentic\* SUVs  
with sustainable, innovative technologies  
that inspire your spirit of exploration

\*Authentic — Our Authentic SUVs will be true to  
our original story with Unmissable Presence and Adventure Capability



# DISRUPTING TO BE #1

Mahindra SUV Revenue Market Share



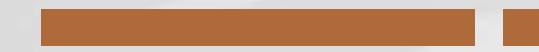
Source: JATO

# WHAT GOT US HERE?

INSIGHTS



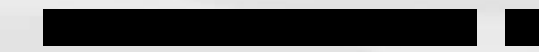
FOCUS



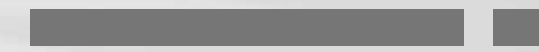
DESIGN



PRODUCTS



GTM



# THE MAHINDRA SUV DNA

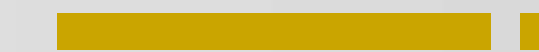
TURN-ON DESIGN  
UNMISSABLE PRESENCE



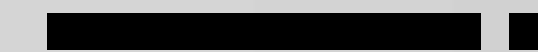
SPIRITED PERFORMANCE  
ON-TAP POWER



WORLD-CLASS  
SAFETY



SCI-FI  
TODAY



TOUGH YET  
SOPHISTICATED



THE MOST ASKED QUESTION?



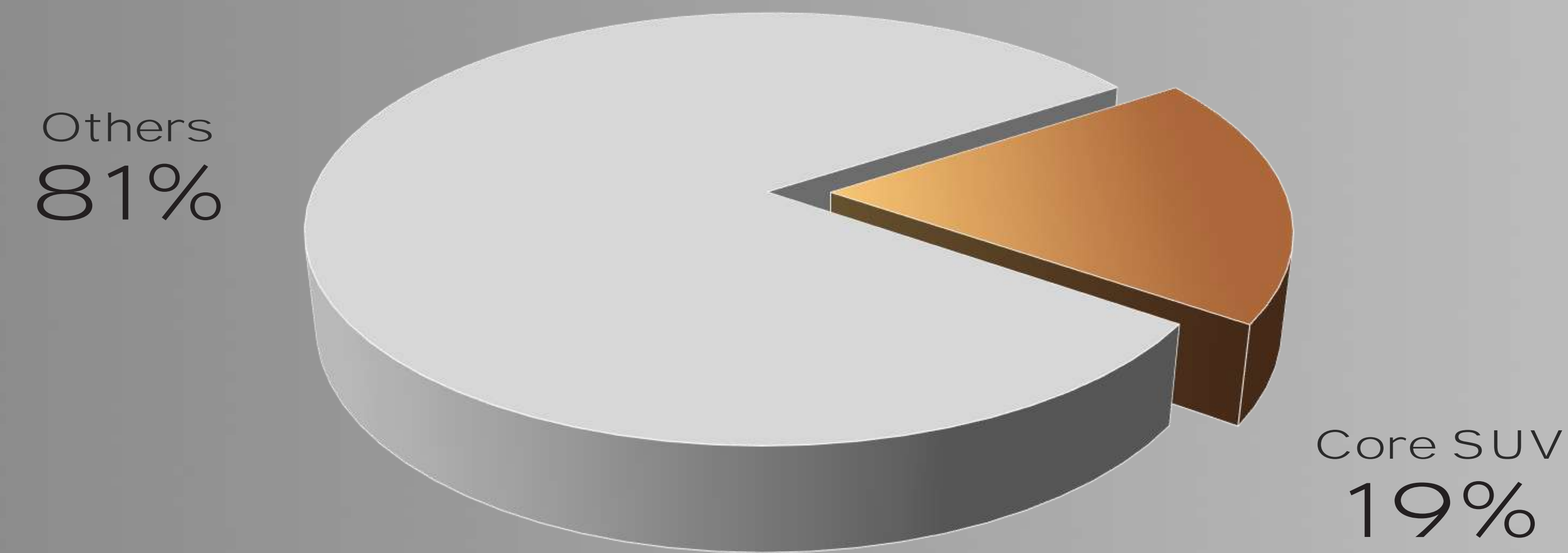
ARE THERE MORE WHITE SPACES?

# GLOBAL VISION 2027



# CORE SUVs – DRIVING THE INDUSTRY FORWARD

Indian PV Market F22

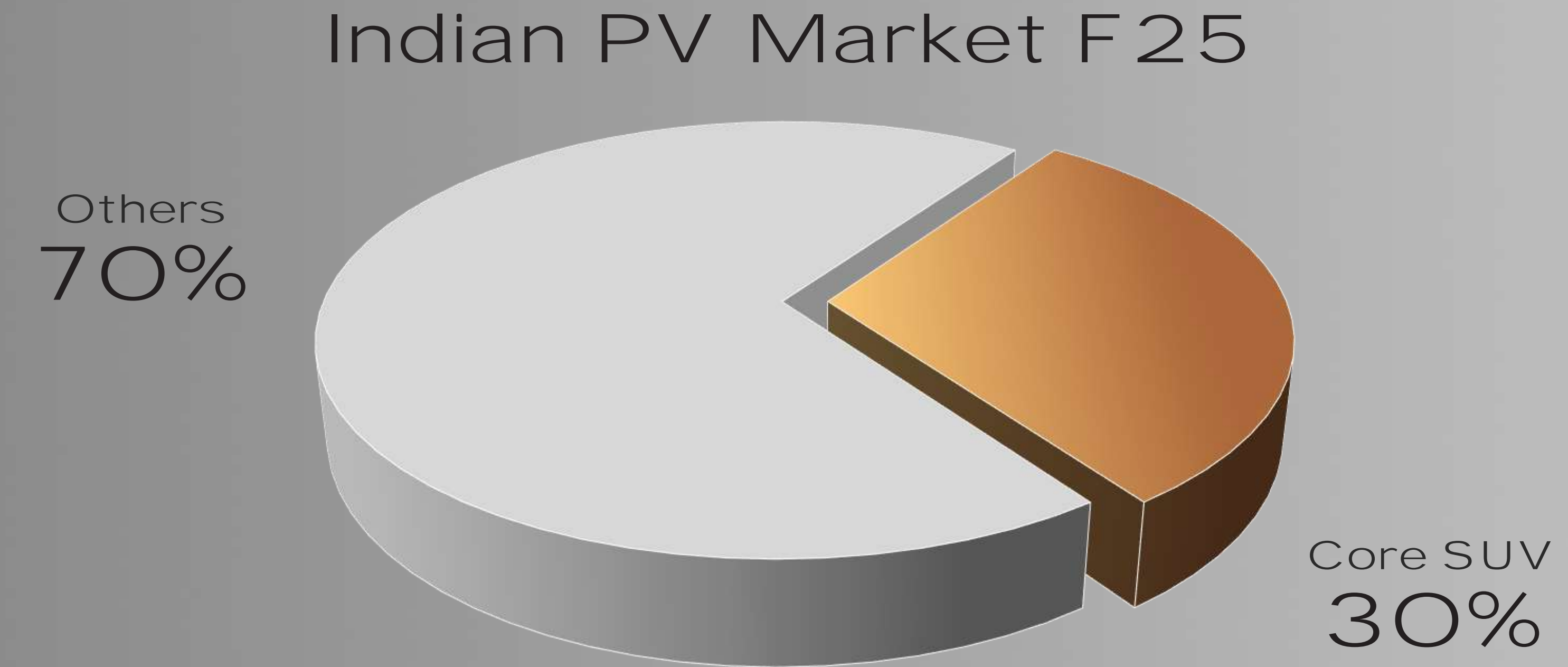


**3x** vs Market

MAHINDRA CORE SUV GROWTH OVER LAST 3 YEARS

CORE SUV = TOTAL UV – HATCHBACK CROSSOVERS - MPVs

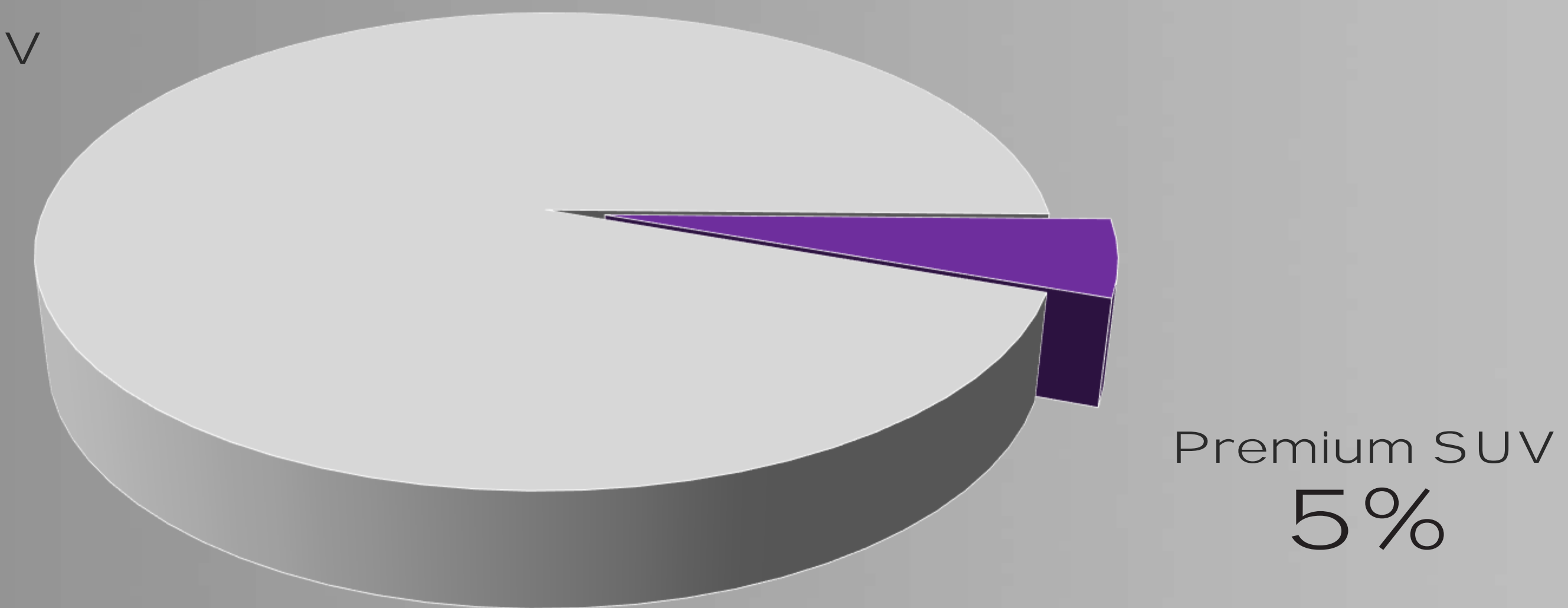
# TURNING TAILWINDS INTO HEAD ROOM FOR GROWTH



70% of market white space  
yet to be tapped into

# THE 5% CLUB – TIME TO OPEN THE GATES

Mainstream SUV  
95%



Premium SUV  
5%

Global Mainstream SUV Market waiting  
to be disrupted

Global SUV Market F25



THE NEXT CATEGORY OF WORLD BEATERS  
BY EXPLORING THE NEW IMPOSSIBLE

# A REVOLUTIONARY PLATFORM

THAT CHALLENGES ALL PARADIGMS

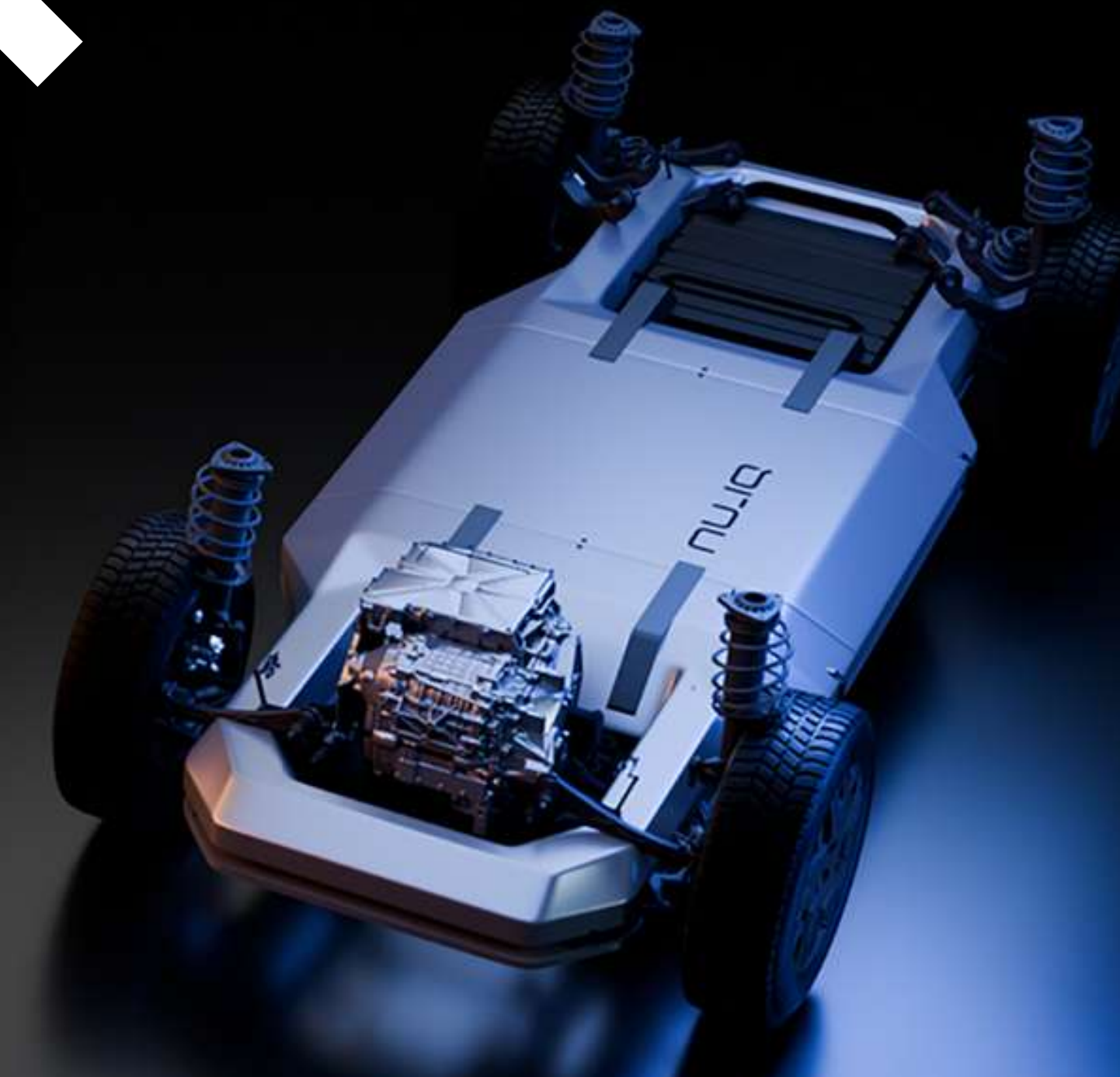
NEW

INNOVATIVE

IQ



# פולשה





NU\_IQ

WILL TAKE THE GLOBAL C-SEGMENT HEAD-ON





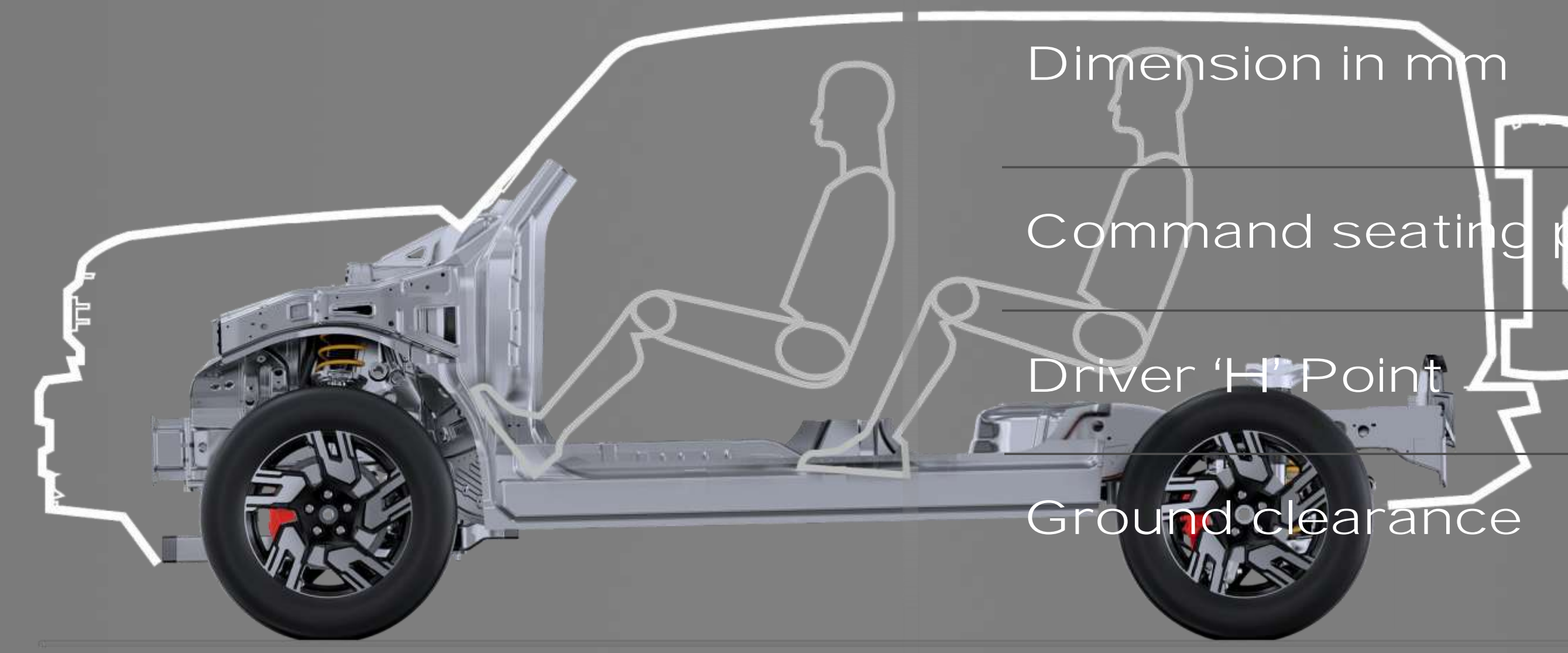
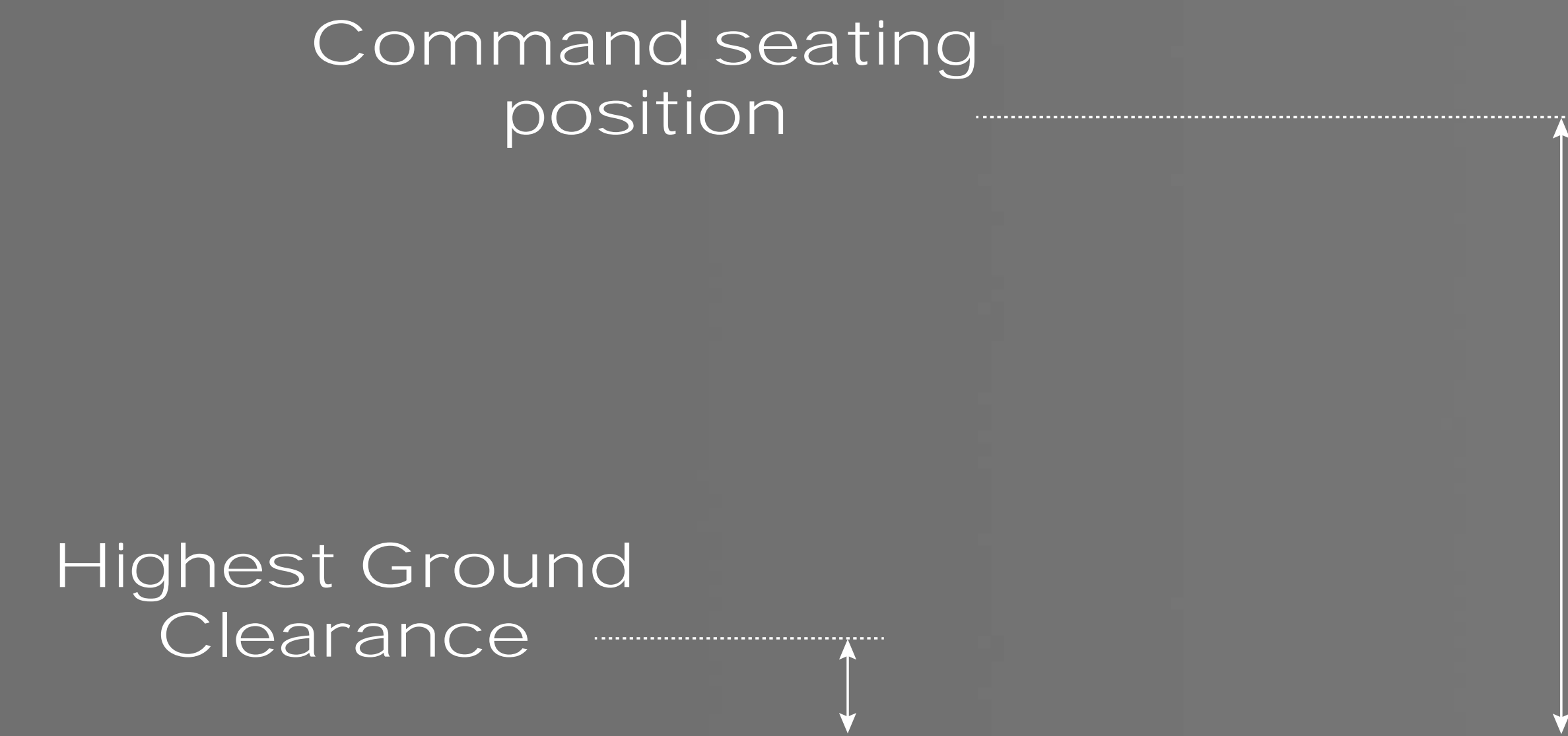
# NU\_IQ

WORLD-BEATING PRODUCTS STARTING 2027



# ELEVATE YOUR PERSPECTIVE — SEE FURTHER, GO FARTHER

*With class leading commanding seats and best ground clearance, you sit where others aspire to be*



Dimension in mm	nubia	Luxury SUV 1	Luxury SUV 2
Command seating position	1563	1354	1421
Driver 'H' Point	350	308	312
Ground clearance	227	176	204

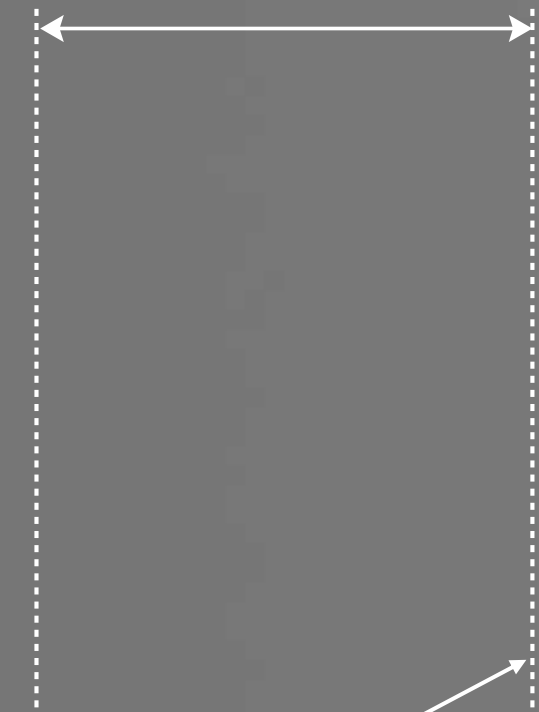
Source: In-house measurement



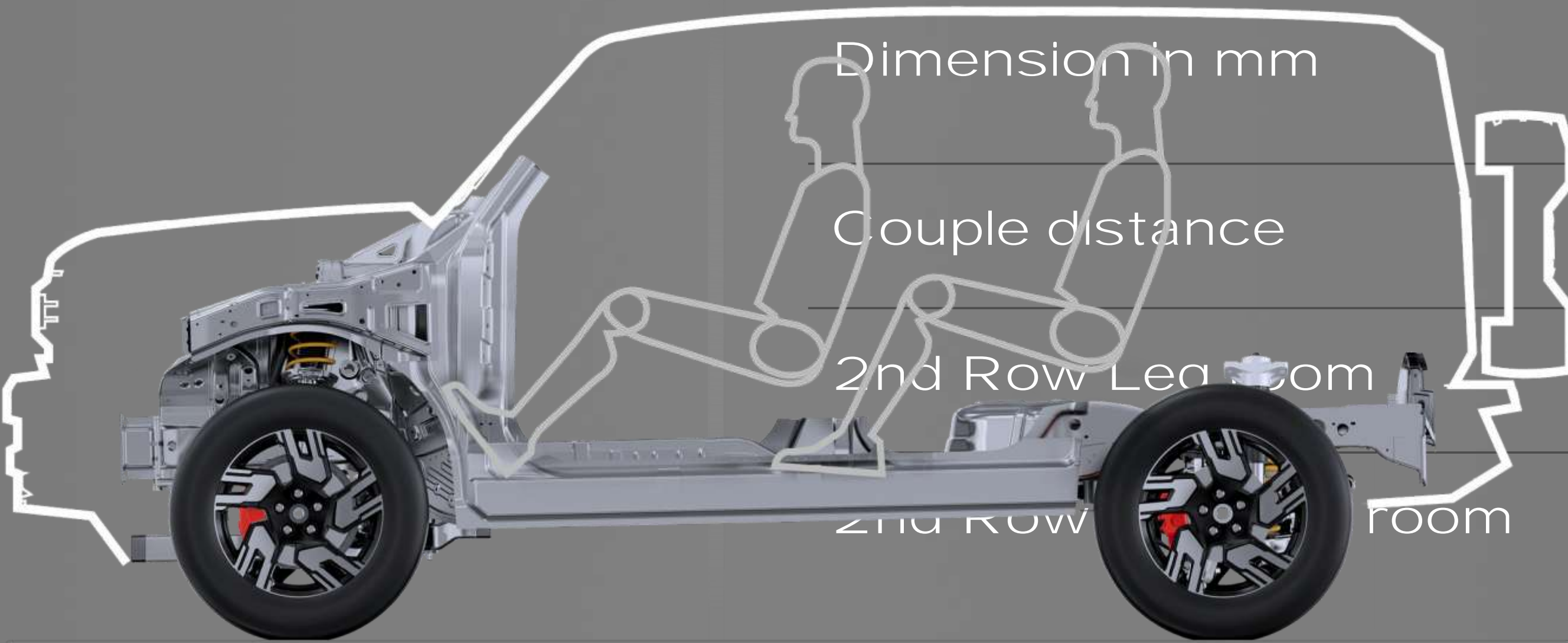
# RELAX, RECLINE, ARRIVE — FIRST CLASS STARTS HERE

*With miles of legroom and infinite shoulder-to-shoulder, the NU\_IQ rewrites the rules on roominess*

Couple distance



Leg room



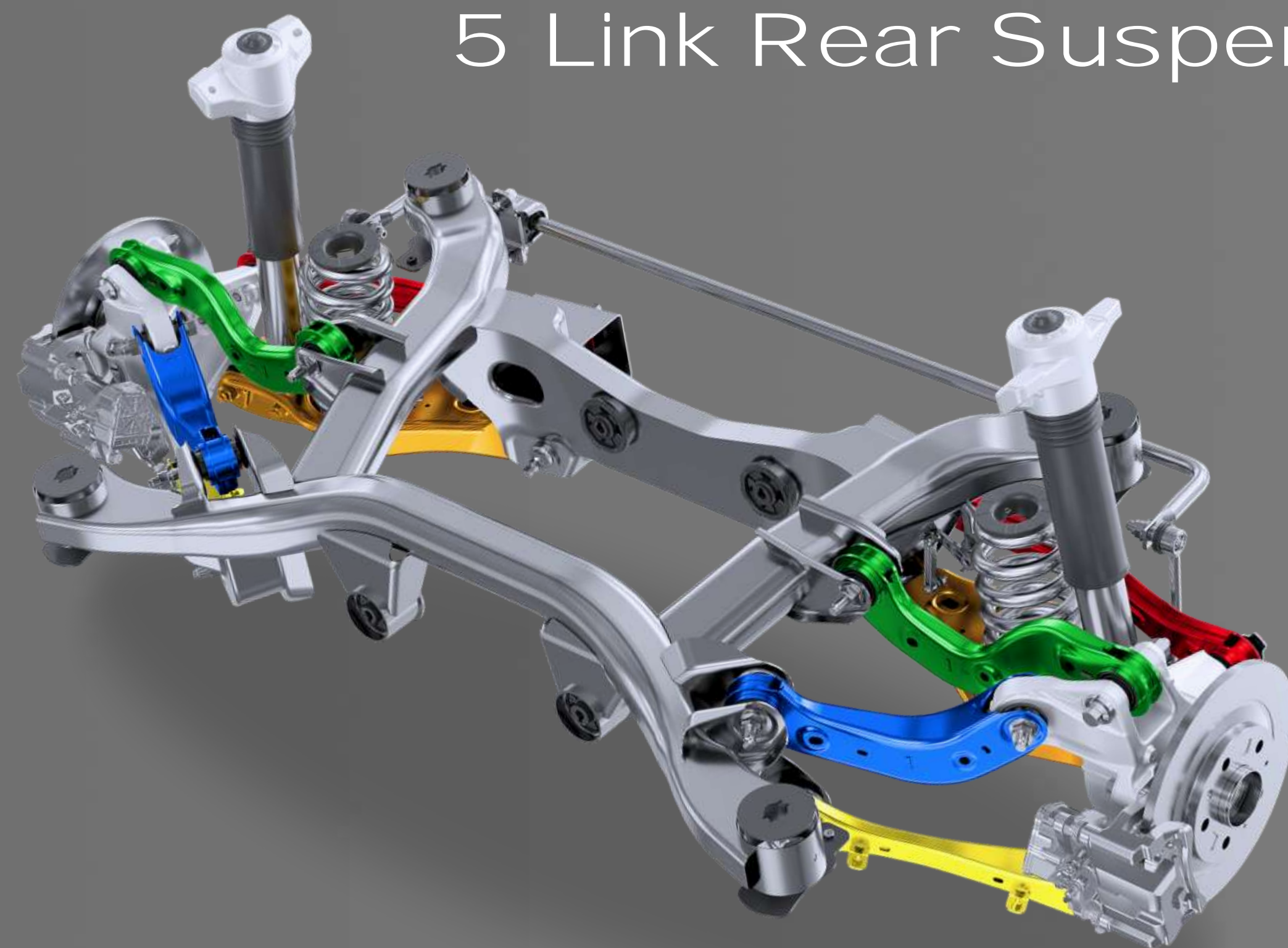
NU_IQ	Luxury SUV 1	Luxury SUV 2
830	811	825
937	933	898
1404	1403	1403

Source: In-house measurement

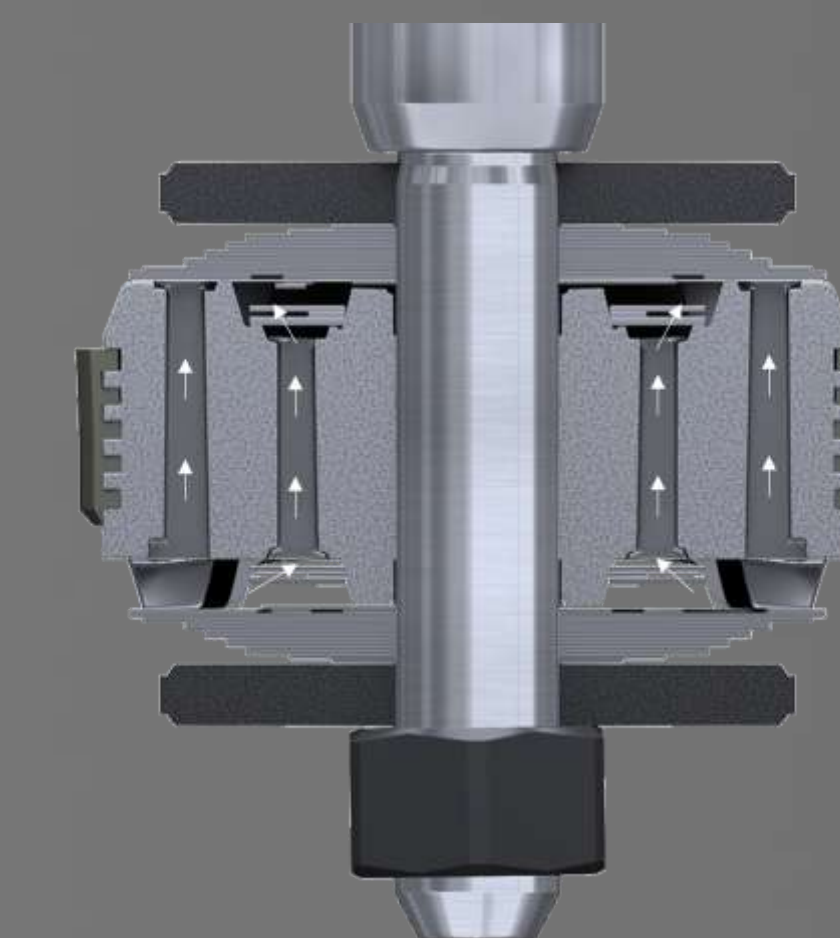
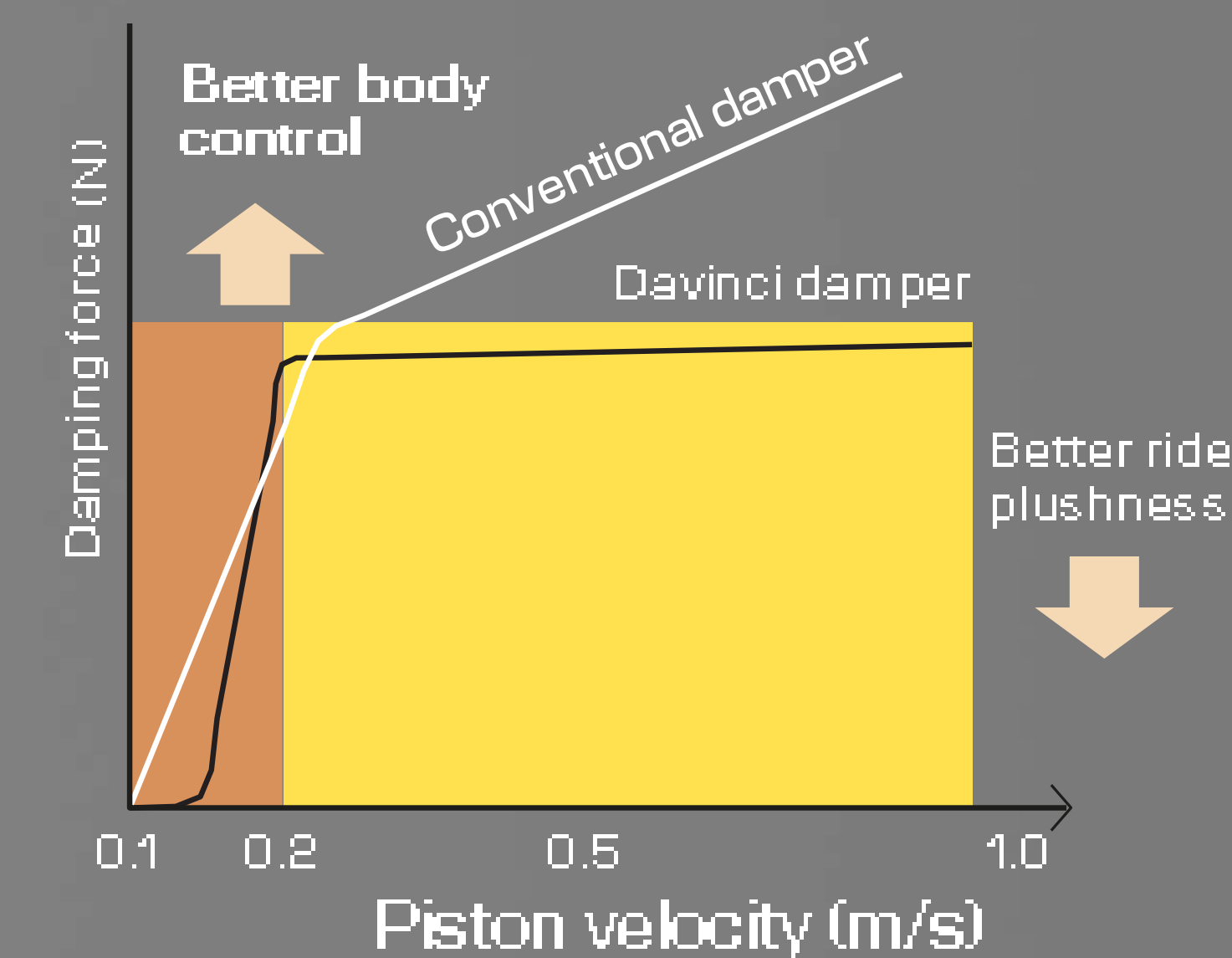
# SUSPENSION OF DISBELIEF — RIDE CLOUD NINE, EVERY TIME

*5-link luxury, advanced dampers: Comfort global icons dream of*

5 Link Rear Suspension



DAVINCI \* Damper Technology

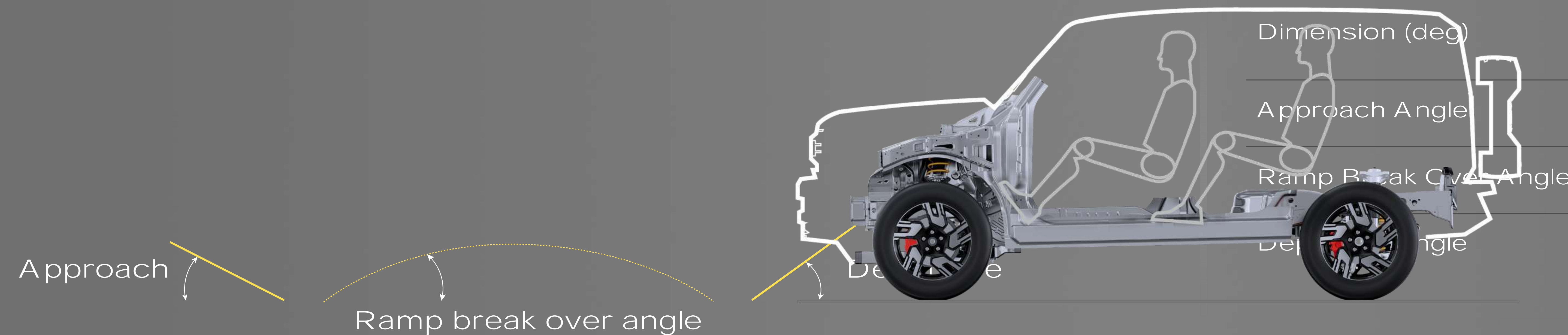


\* First time in the World



# WE APPROACH, WE CONQUER

*Our angles attack where others hesitate - The world is our off-road playground*



Source: In-house measurement



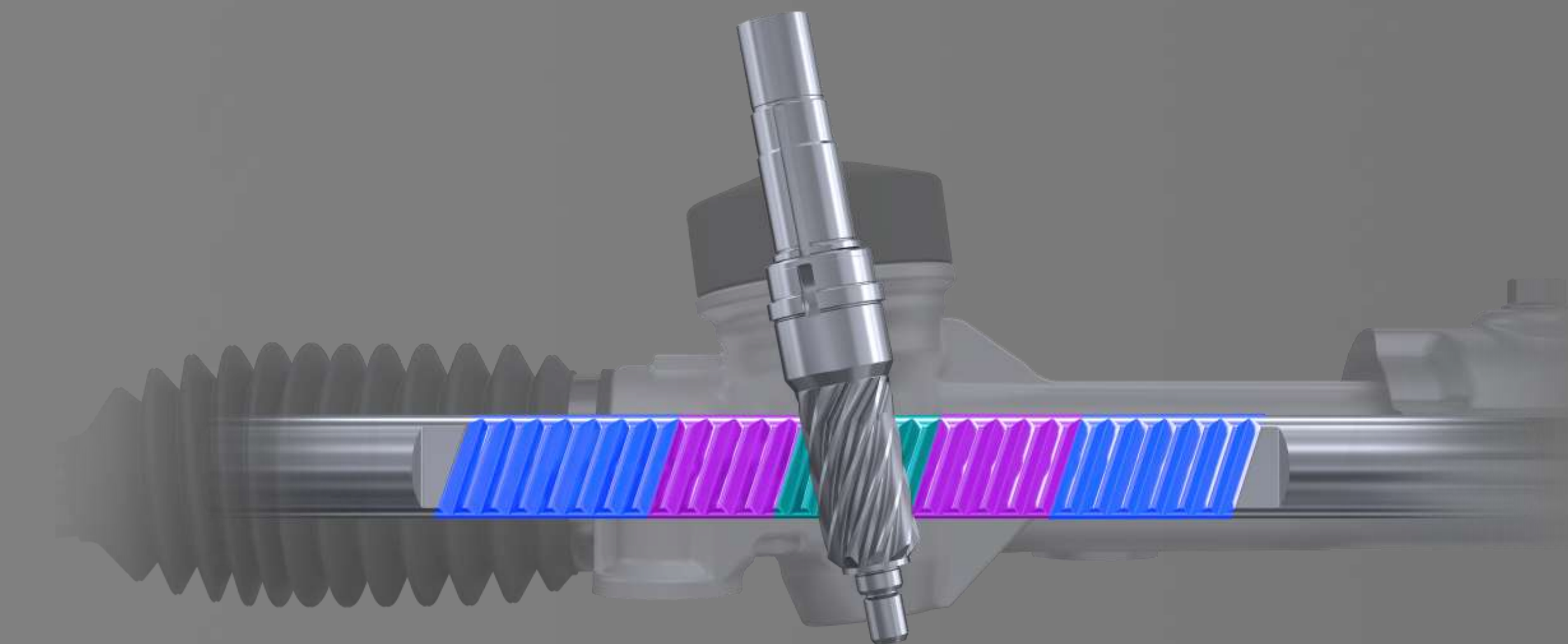
# TURNING HEADS — AND CORNERS — BETTER THAN THE REST

*Class-Leading Agility makes every twist and turn feel effortless, outmaneuvering luxury competitors at every turn*

Steering



Variable Pitch



# BOO-TIFUL CAPACITY — LOAD MORE, WORRY LESS

*NU\_IQ's 644L trunk means you bring your whole world, not just a weekend bag*



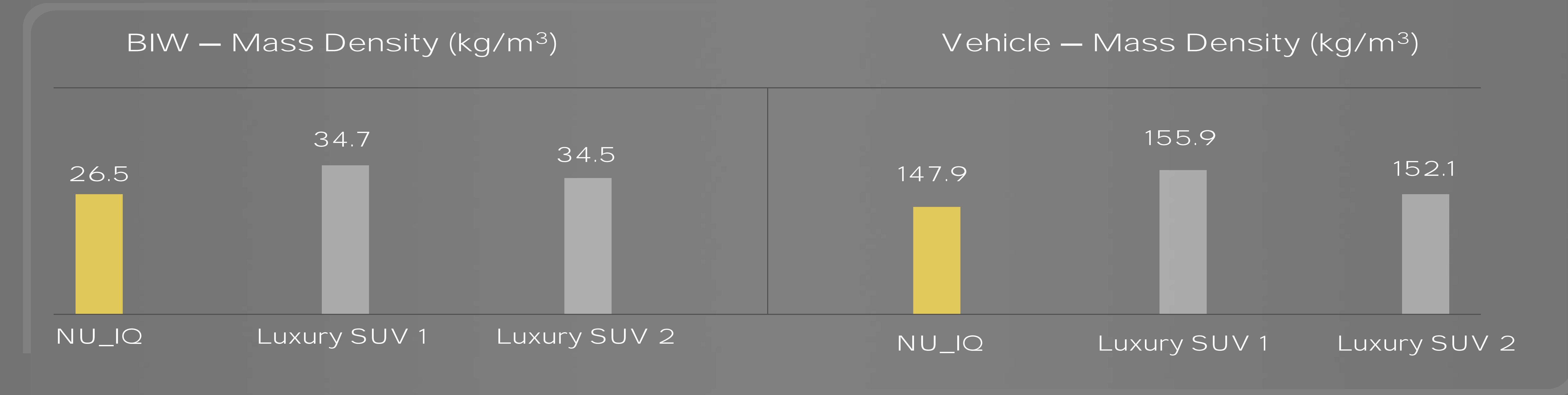
Measurement	NU_IQ	Luxury SUV 1	Luxury SUV 2
Luggage volume L upto roof	644	560	458
Luggage volume L upto seat backrest	450	450	360

Source: In-house measurement



# NO GYM REQUIRED — GO HEAVY ON STYLE, LIGHT ON EVERYTHING ELSE

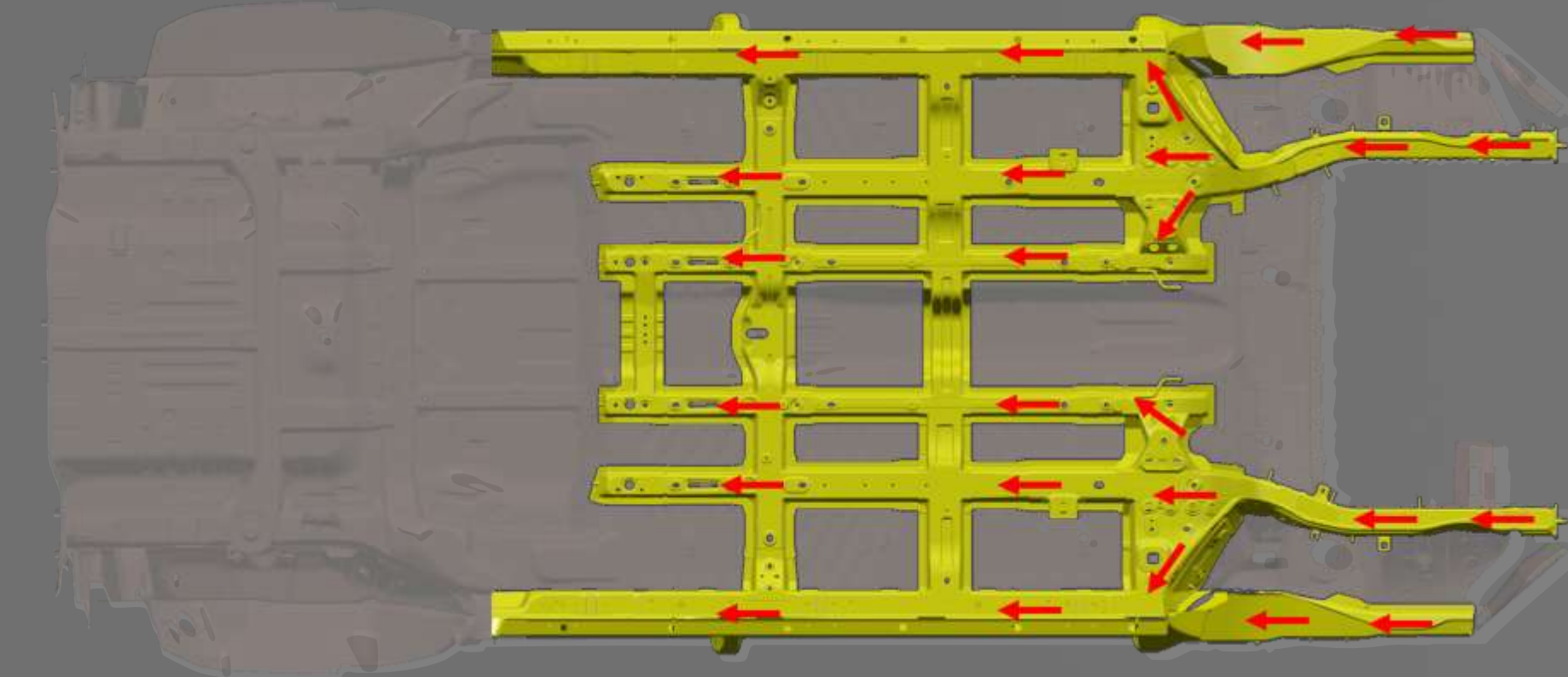
*Lightweight means nimble drive, better handling and efficiency every day; With NU\_IQ get more muscle without the mass*



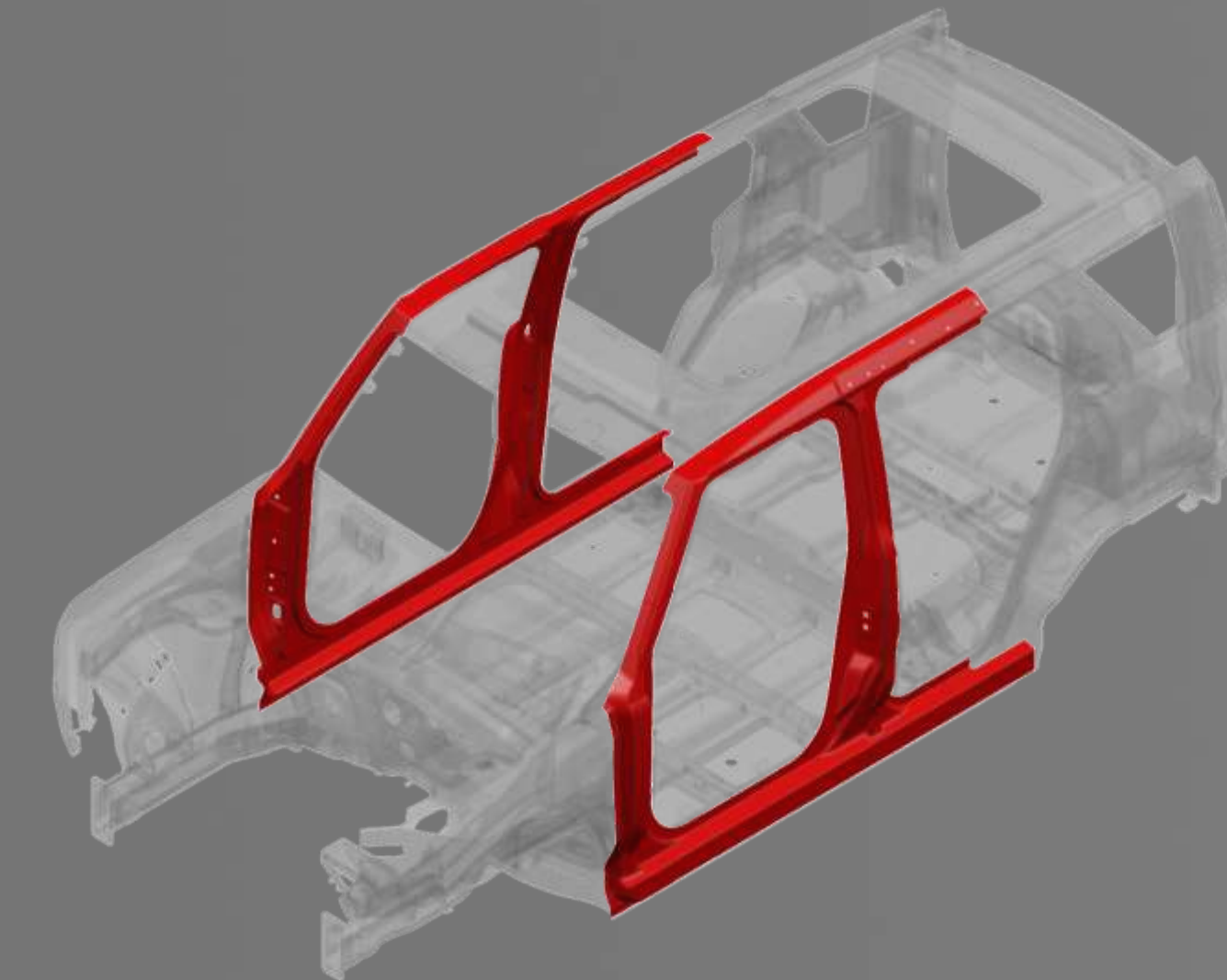
Source: In-house measurement

# STRONG BONDS SURVIVE EVERY TEST — SO DO WE

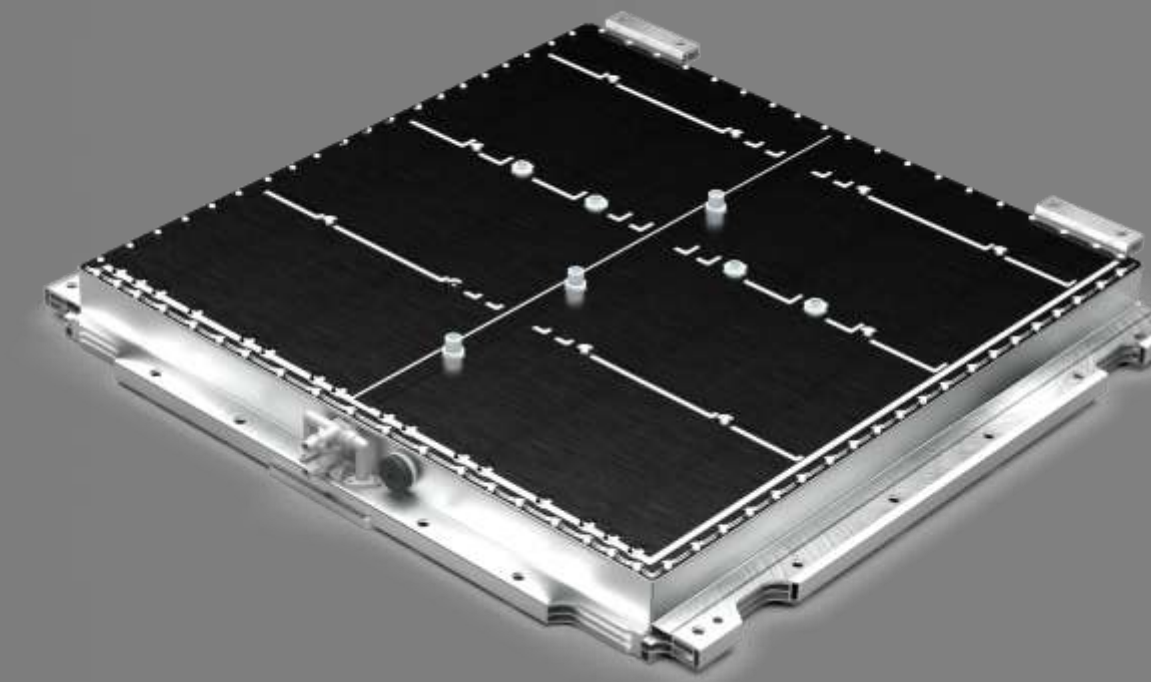
*Rigorously torture tested — fire, flood and the world's bumps, for a peace of mind only a few SUVs can promise*



**Twin\_Trident**  
Optimized load path  
for safety



**Uni\_Ring**  
Unified hotformed  
door ring structure



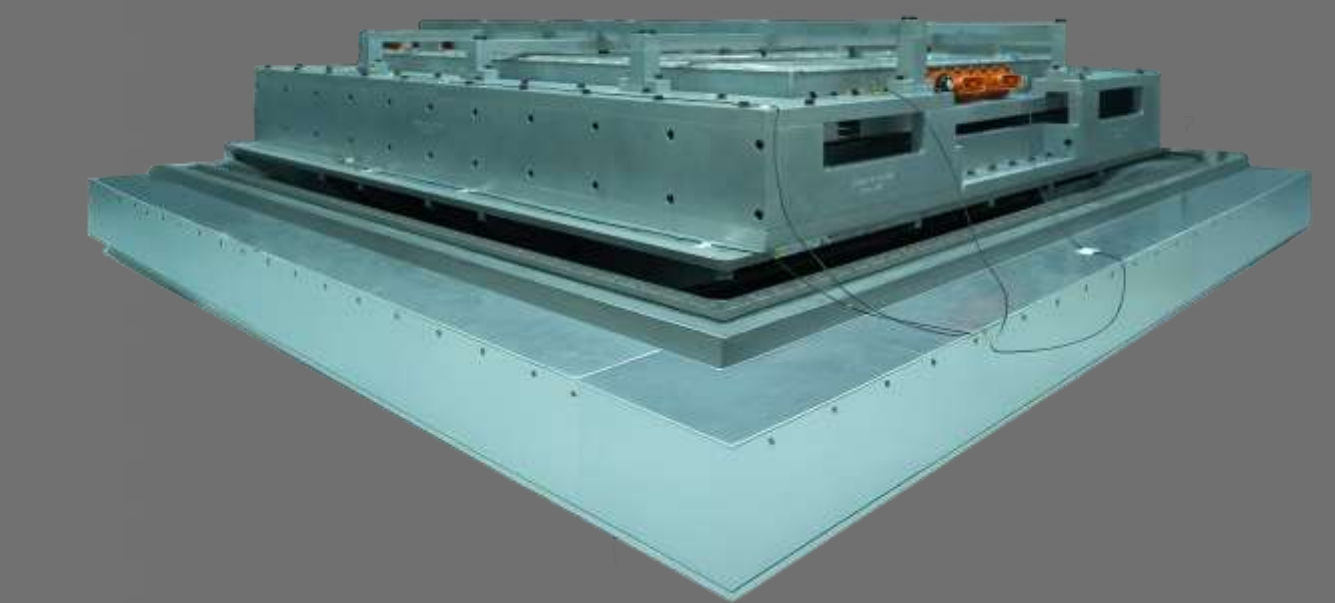
Robust Cell Chemistry  
— LFP



Water immersion test  
— 30min



Fire test — 3min



Vibration test

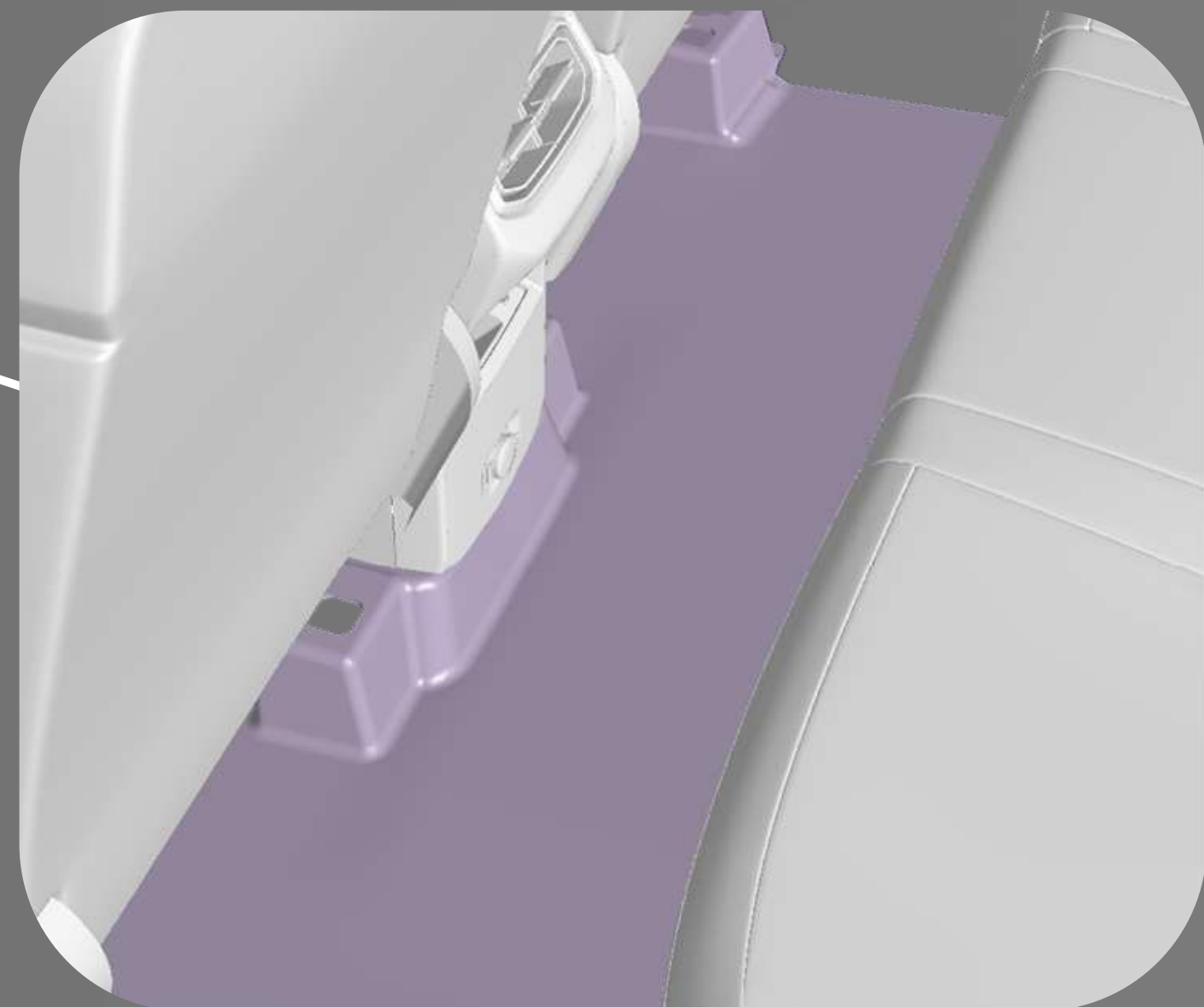
**Battery Safety**



# WE'RE RAISING STANDARDS, NOT TUNNELS

*The first true ICE flat floor SUV in the world*

NU\_IQ SUV



Flat Floor

Spacious Second Row Gangway Space (mm)

229



NU\_IQ

223



Luxury  
SUV 1

162



Luxury  
SUV 2

COMPETITION



Tunnel

Source: In-house measurement

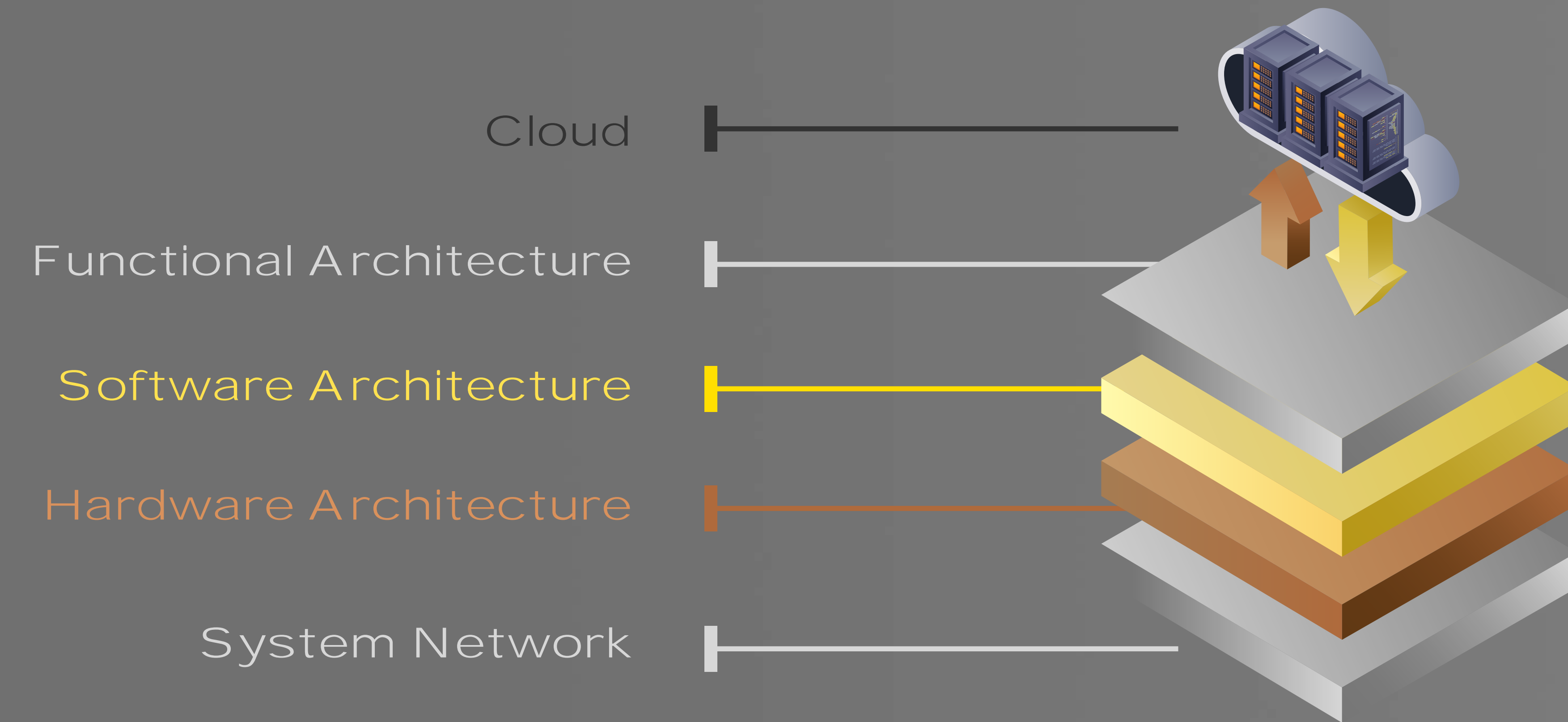


ICE, ICE MAYBE? EV DEFINITELY. WHY NOT BOTH!

Introducing the nV-IQ “flat-form” for multi-energy solutions

# BRAINS, HEART AND SOUL — NU\_IQ WIRES IT ALL IN

*More than a tech stack — a living, breathing ecosystem delivering flexible features and future-ready tech*



Flexible Architecture for  
Multiple Top hats

Intuitive HMI

Intelligent Network  
Topology

Intelligent &  
Scalable Compute

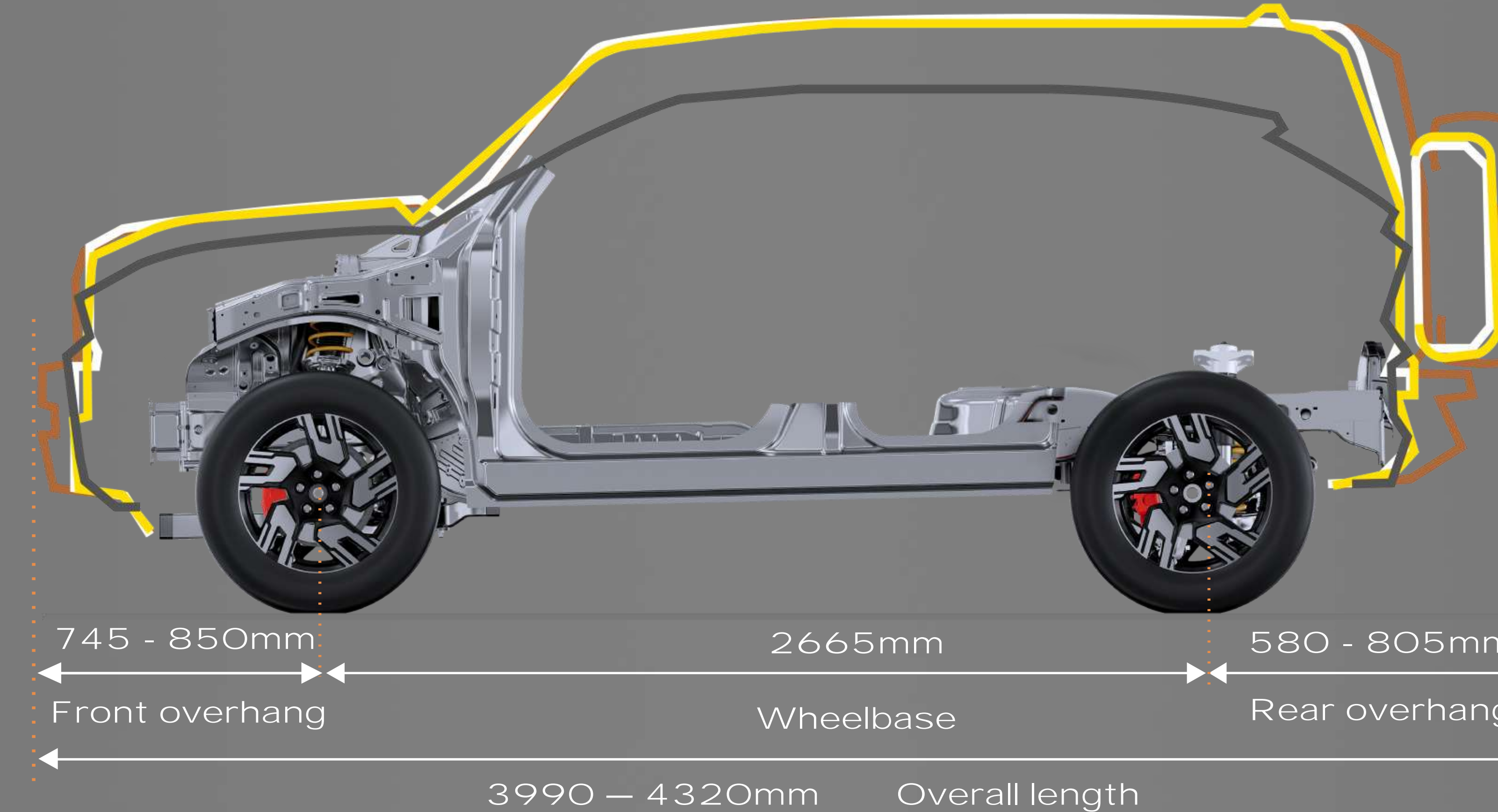


# TOO VERSATILE FOR A SINGLE BOX

*NU\_IQ delivers Sizes, Drives and Power for all*

Overall length  
3990mm to 4320mm

Largest Cabin space for  
4.3m as well as sub 4m car length



Multiple Powertrains

FWD/AWD

LHD/RHD

Source: In-house measurement