

15th August 2025**National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor,
Plot No.C/1, G Block,
Bandra-Kurla-Complex, Bandra (East),
Mumbai – 400 051.****BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai 400001.****The Luxembourg Stock Exchange
35A Boulevard Joseph II,
L-1840 Luxembourg.****London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.**

Dear Sir/ Madam,

**Sub: Mahindra Unveils Global Vision 2027: Showcases four world-beating
SUV design Concepts based on Modular, Multi-Energy NU_IQ Platform**

Please find enclosed a Press Release issued by the Company on the captioned subject.

Digital Feeds of the 4 Concept Vehicles would be available at the following links:

- **YouTube:** <https://www.youtube.com/@MahindraAutomotive>
- **Instagram:** https://www.instagram.com/mahindra_auto/?hl=en
- **Facebook:** <https://www.facebook.com/MahindraAutomotiveIndia/>
- **Twitter (X):** https://x.com/mahindra_auto?lang=en

Further, the Recording of the Event would be available from 12 noon on the Company's YouTube channel and can be accessed at the following link:

https://www.youtube.com/live/GS0tjWdzOmk?si=IJf6ZcU0T_Bd3mLi

The Presentation and Pictures of the aforesaid Concept Vehicles would be available at the following link:

[https://drive.google.com/drive/folders/1wk1DrM0vMCTh1pfsU0aOka8EVzguUrhe?
usp=sharing](https://drive.google.com/drive/folders/1wk1DrM0vMCTh1pfsU0aOka8EVzguUrhe?usp=sharing)

Kindly take the same on record.

Yours sincerely,
For MAHINDRA & MAHINDRA LIMITED**SAILESH KUMAR DAGA
COMPANY SECRETARY**

Encl: a/a

PRESS RELEASE

Mahindra Unveils Global Vision 2027: Showcases four world-beating SUV design concepts based on Modular, Multi-Energy NU_IQ platform

- **Vision 2027:** Mahindra's new generation of SUVs, based on NU_IQ platform, set to launch starting 2027
- **Heartcore Design:** The new SUV concepts showcase the next generation of Mahindra's HEARTCORE design philosophy
- **Exploring The New Impossible:** The multi-energy NU_IQ platform has been engineered to address untapped white spaces across India and global markets
- **World beating SUVs with no compromise:**
 - Command Seating with Superior Driving Dynamics
 - Super Spacious Cabin with class-leading boot space
 - Flat form architecture takes first flat-floor ICE SUV from drawing board to reality
 - Lightweight design with top-tier safety standards
 - Sci-Fi Tech with Intuitive NU_UX: Next-gen Integrated Domain Architecture
- **Endless Adaptability:** Multiple Top Hats, Powertrains, FWD/AWD, LHD/RHD capability

Mumbai, August 15, 2025: Mahindra & Mahindra Limited, India's leading SUV manufacturer, today unveiled its all-new modular, multi-energy NU_IQ platform that will underpin a new range of disruptive SUVs. The company offered a glimpse of its next-generation products by showcasing four world-beating concepts based on the new platform.

The revolutionary **NU_IQ platform** is the result of innovation born out of Mahindra's strategy in the automotive space by creating products that rewrite the rules of mobility and free consumers from compromises. The manifestation of this vision has been showcased via **four world-beating SUV concepts – the Vision.S, Vision.T, Vision.SXT and Vision.X**, which address the white spaces while staying true to Mahindra's core attributes of turn-on design - unmissable presence, spirited performance – on-tap power, world-class safety, sci-fi today and tough yet sophisticated.

R Velusamy, President - Automotive Business (Designate), Mahindra & Mahindra Ltd. and Managing Director, Mahindra Electric Automobile Ltd., said, "NU_IQ is a strategic blueprint for the future of Mahindra SUVs globally. With its modular, multi-energy architecture, it gives us the flexibility to innovate across multiple top hats and powertrains whilst staying true to our SUV DNA. Designed to resolve paradoxes, NU_IQ forms the foundation for our next generation of SUVs. It marks a bold step and the start of a new era that frees customers from compromises and puts truly desirable, premium core SUVs squarely in the mainstream."

Pratap Bose, Chief Design & Creative Officer - Auto & Farm Sectors, Mahindra & Mahindra Ltd., said, "The NU_IQ SUVs, designed at our Global Design studios in Mumbai and Banbury, represent the start of a new chapter of our HEARTCORE design philosophy. They build on the central tenet that great design should create an emotional bond between people and their vehicles while re-imagining it for a new future. Based on the theme 'Opposites Attract', where the juxtaposition of contrasting elements creates an expressive new design language, these concepts promise to shape experiences that inspire adventure, confidence, and connection on any terrain, anywhere in the world."



Nalinikanth Gollagunta, Chief Executive Officer - Automotive Division, Mahindra & Mahindra Ltd. and Executive Director, Mahindra Electric Automobile Ltd., said, “NU_IQ blends innovation, global design and advanced technology to disrupt the white spaces in the automotive industry in India and internationally across Right-and-Left-Hand-Drive markets. The four concepts we are showcasing here offer a bold preview of what’s to come. They usher in a new no-compromise era of mobility and give freedom a new meaning.”

The Next Phase of HEARTCORE Design Philosophy:

Vision.S, Vision.T, Vision.SXT and Vision.X, each represent a distinct expression of Mahindra’s future-ready NU_IQ platform. These concepts represent Mahindra’s commitment to redefining personal, all-terrain mobility for a global audience, combining strong brand heritage with advanced, expressive design. From the **Born Iconic** spirit of Vision.T and Vision.SXT, to the **Sporty Solidity** of Vision.S, and the **Sculptural Athleticism** of Vision.X, each model is crafted with a clear, unique personality. Developed collaboratively by Mahindra India Design Studio (MIDS) in Mumbai and Mahindra Advanced Design Europe (MADE) in Banbury, UK, the four concepts are a testament to the brand’s evolving design language, one that balances timeless brand cues with modern, future-focused innovation.

These concepts, engineered at Mahindra Research Valley, will go into production starting 2027. This bold strategy furthers Mahindra’s vision of delivering class-leading, luxury SUVs to a larger audience in India, while redefining the premium SUV experience in global markets, including Left-Hand Drive regions.

Social Media Addresses for Mahindra Auto and Mahindra Electric Origin SUVs:

- **Brand website:** <https://auto.mahindra.com/> | <https://www.mahindraelectricssuv.com/>
- **Instagram:** @mahindra_auto | @mahindraelectricssuvs
- **Twitter (X):** @mahindra_auto | @mahindraeSUVs
- **YouTube:** @MahindraAutomotive | @mahindraelectricssuvs
- **Facebook:** MahindraAutomotiveIndia | @mahindraelectricoriginsuvs
- **Hashtags:** #Freedom_NU #MahindraAuto #MahindraElectricOriginSUVs

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 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.

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

Media contact information

Siddharth Saha,

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Email – saha.siddharth@mahindra.com

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



BRAND PURPOSE
SPORTS UTILITY VEHICLES

EXPLORE THE IMPOSSIBLE

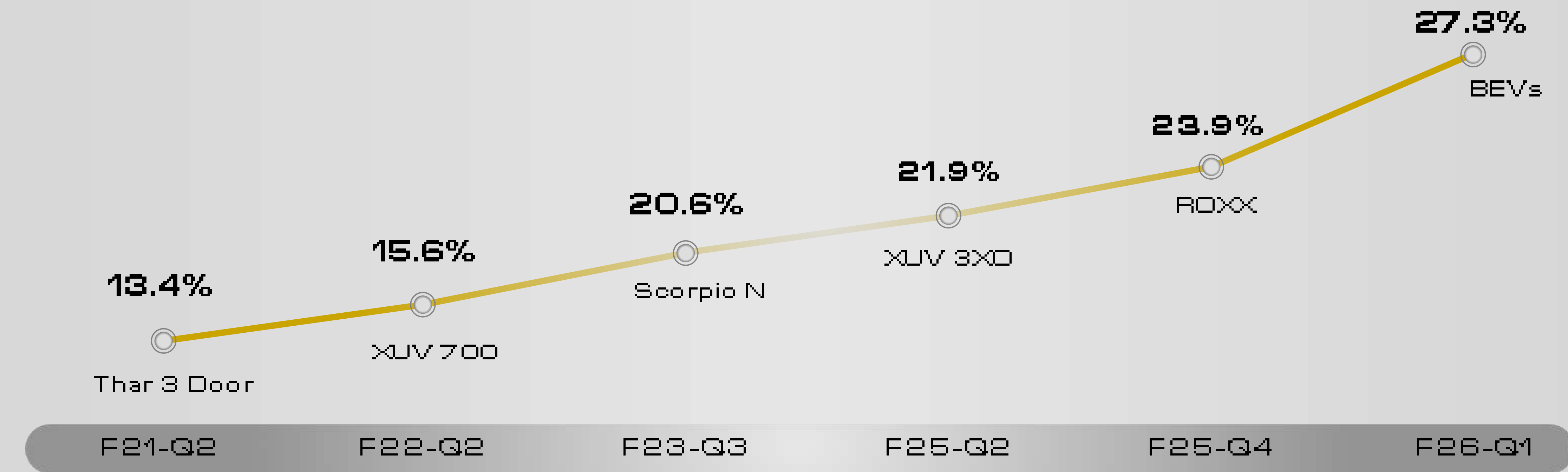
Life is an adventure; Live it boldly
while caring for our Planet.

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



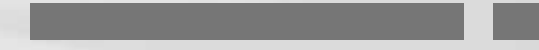
DESIGN



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



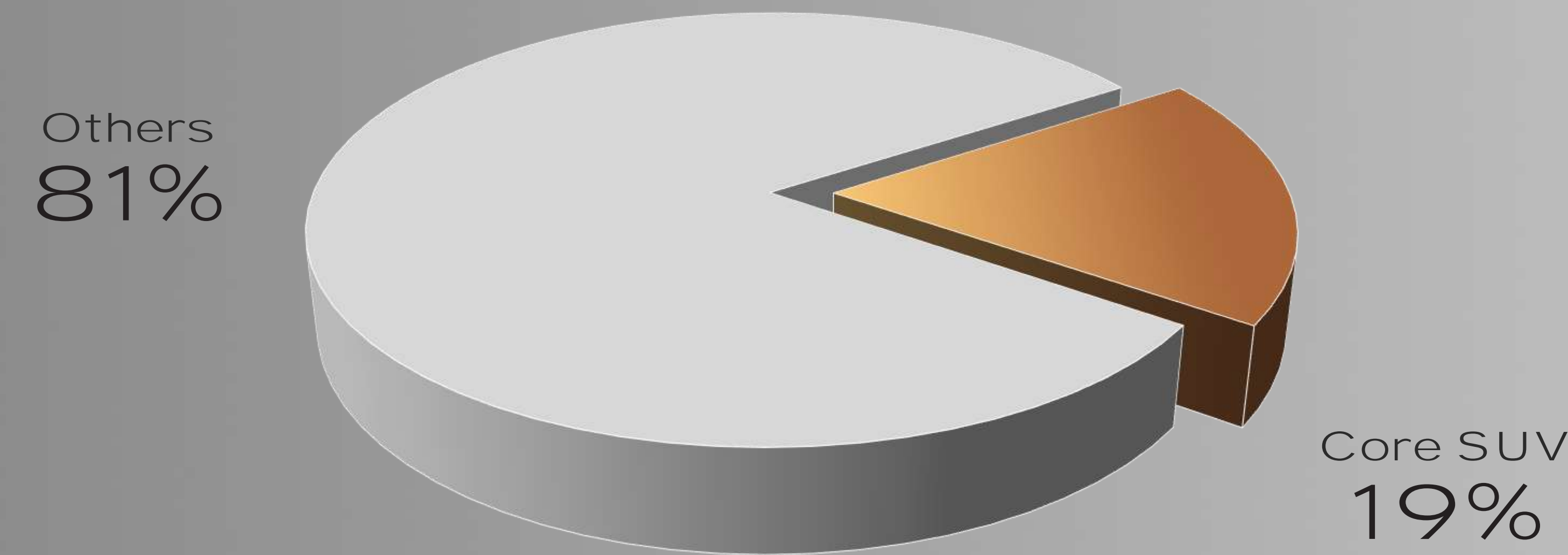
THE MOST ASKED QUESTION?

ARE THERE MORE WHITE SPACES?

GLOBAL VISION 2027

CORE SUVs – DRIVING THE INDUSTRY FORWARD

Indian PV Market F22

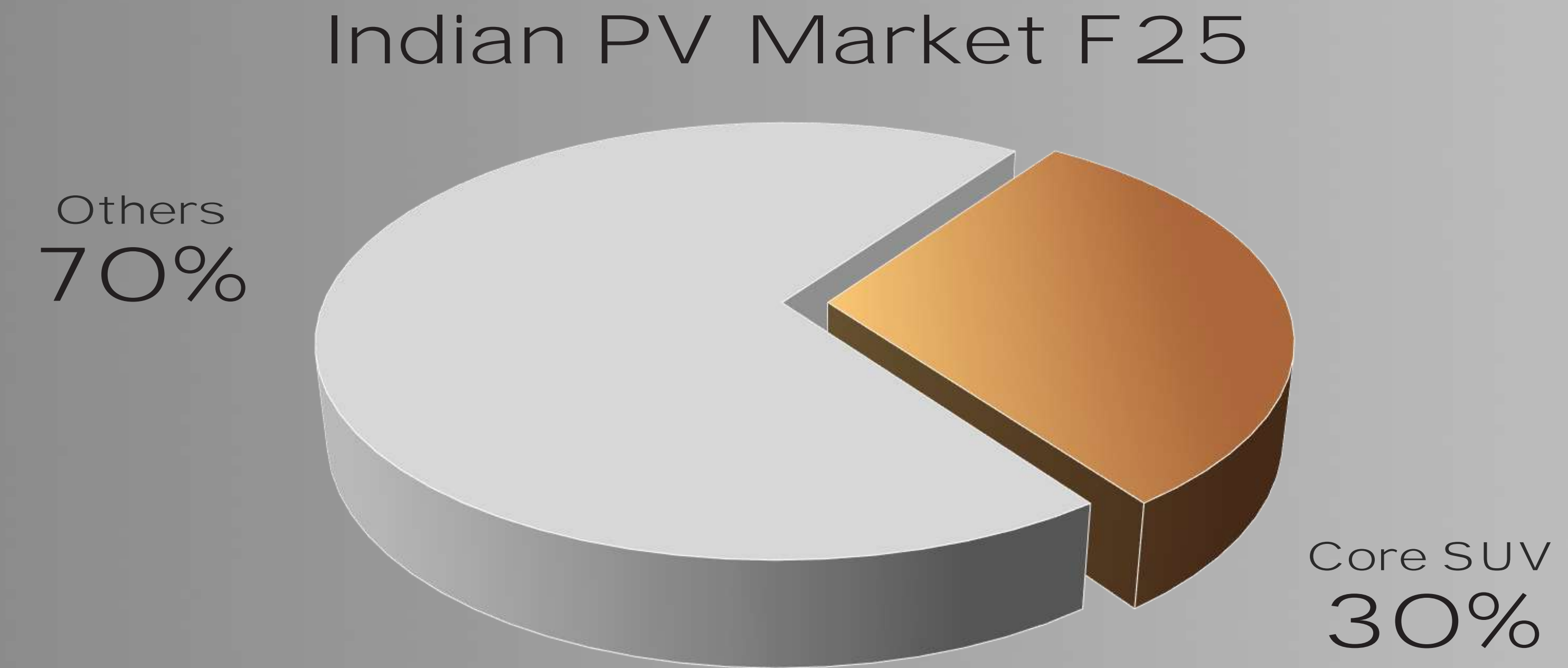


3x vs Market

MAHINDRA CORE SUV GROWTH OVER LAST 3 YEARS

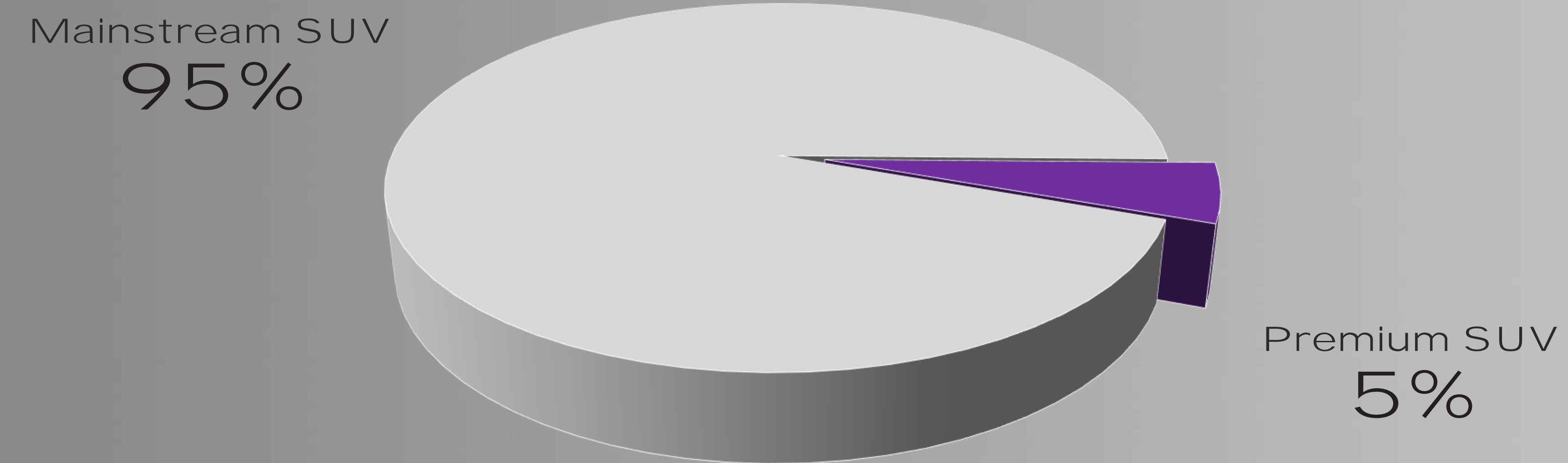
CORE SUV = TOTAL UV – HATCHBACK CROSSOVERS - MPVs

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



Global SUV Market F25

Global Mainstream SUV Market waiting
to be disrupted

THE NEXT CATEGORY OF WORLD BEATERS
BY EXPLORING THE NEW IMPOSSIBLE

A REVOLUTIONARY PLATFORM

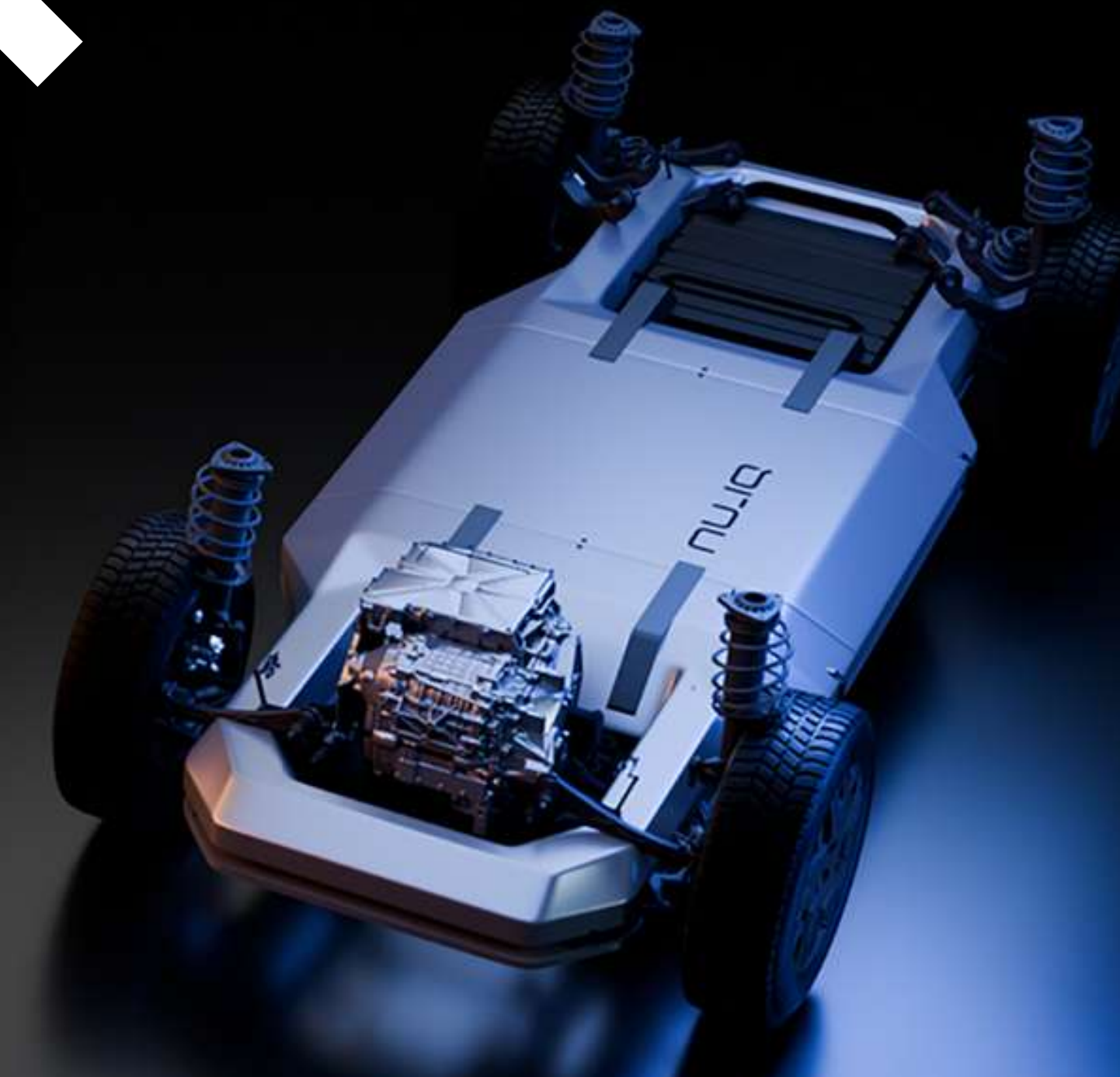
THAT CHALLENGES ALL PARADIGMS

NEW

INNOVATIVE

IQ

פולשה



NU_IQ

WILL TAKE THE GLOBAL C-SEGMENT HEAD-ON



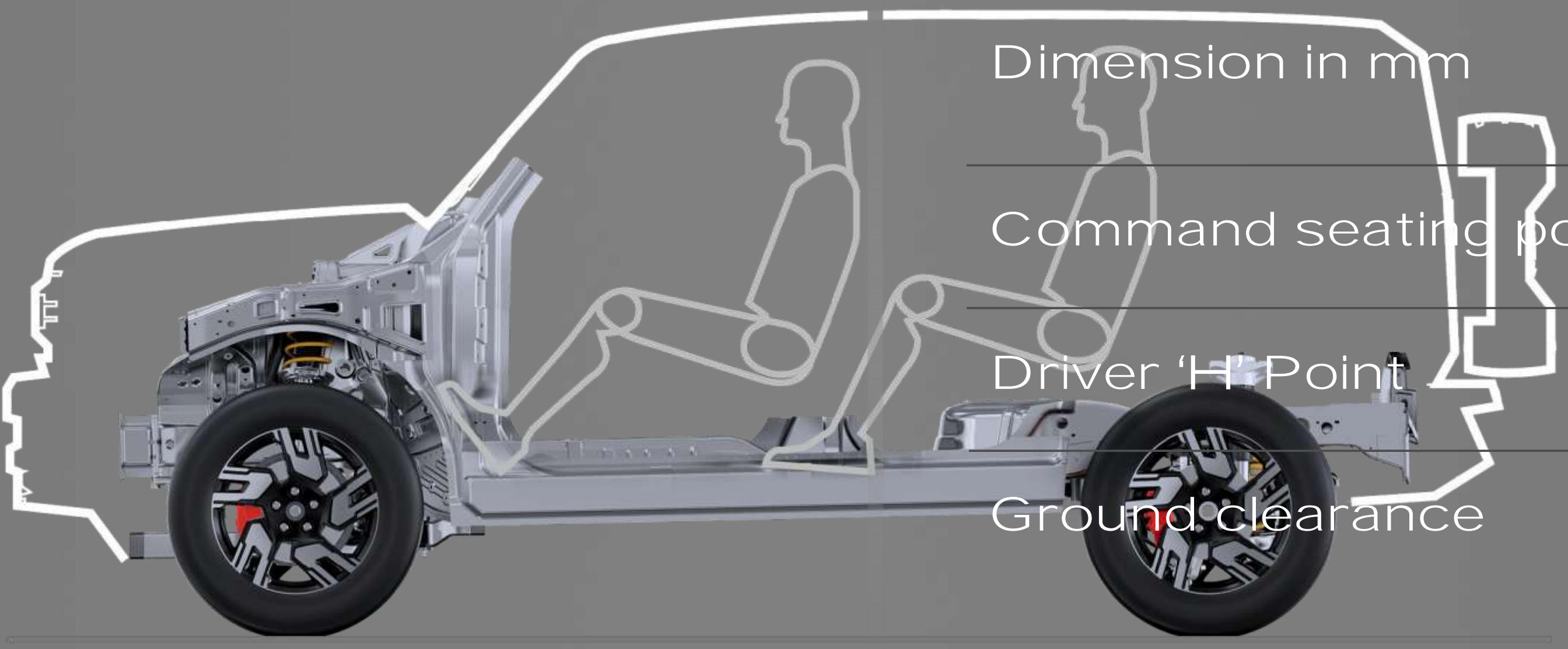
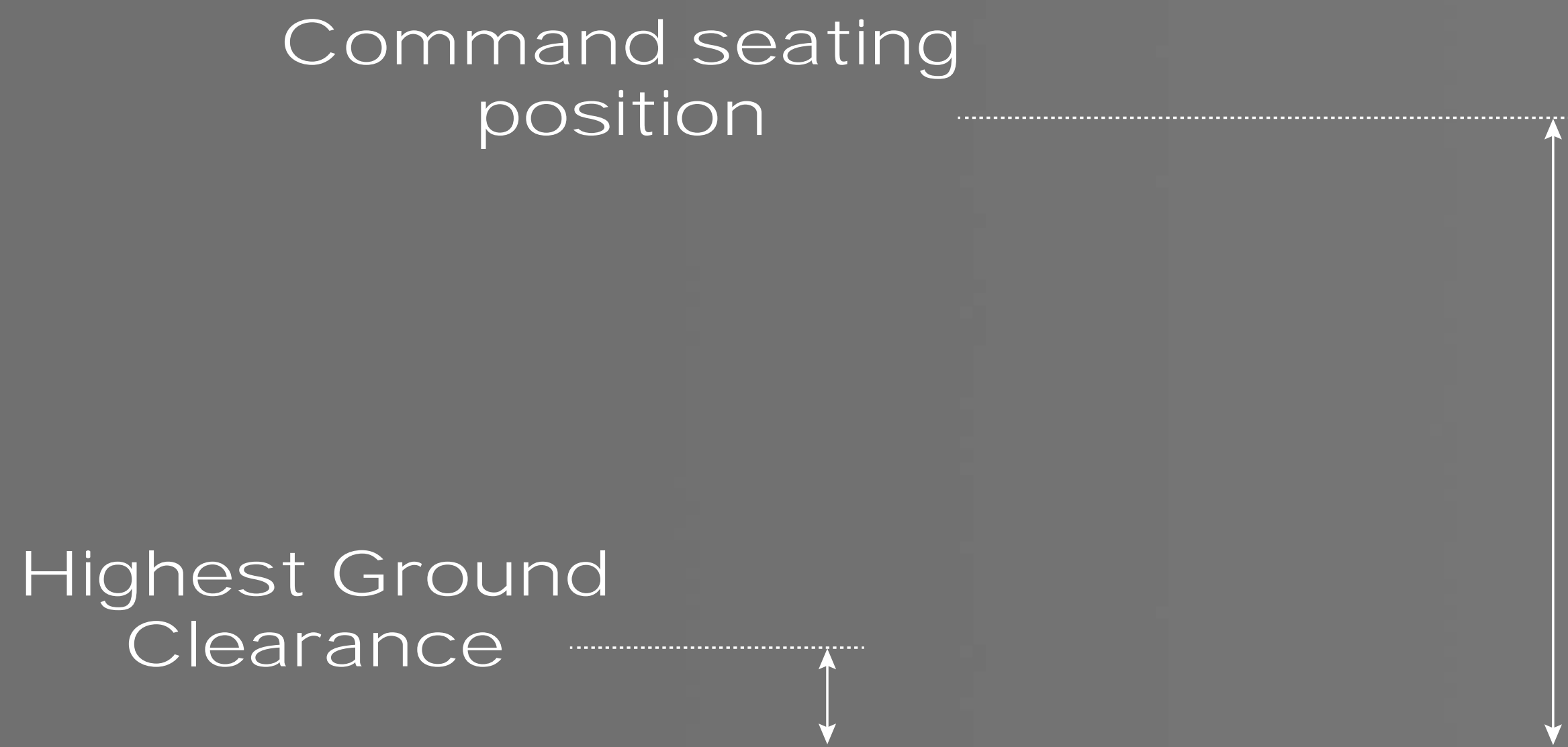
NU_IQ

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



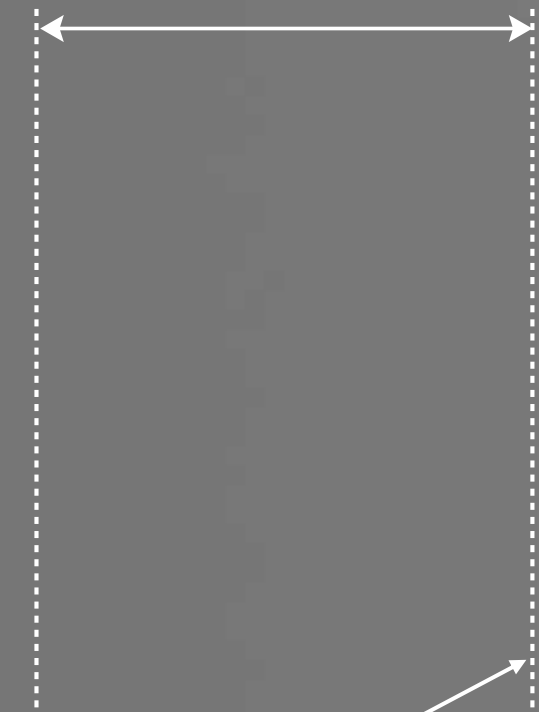
Dimension in mm	nu.iQ	Luxury SUV 1	Luxury SUV 2
Command seating position	1563	1354	1421
Driver 'H' Point	350	308	312
Ground clearance	227	176	204

Source: In-house measurement

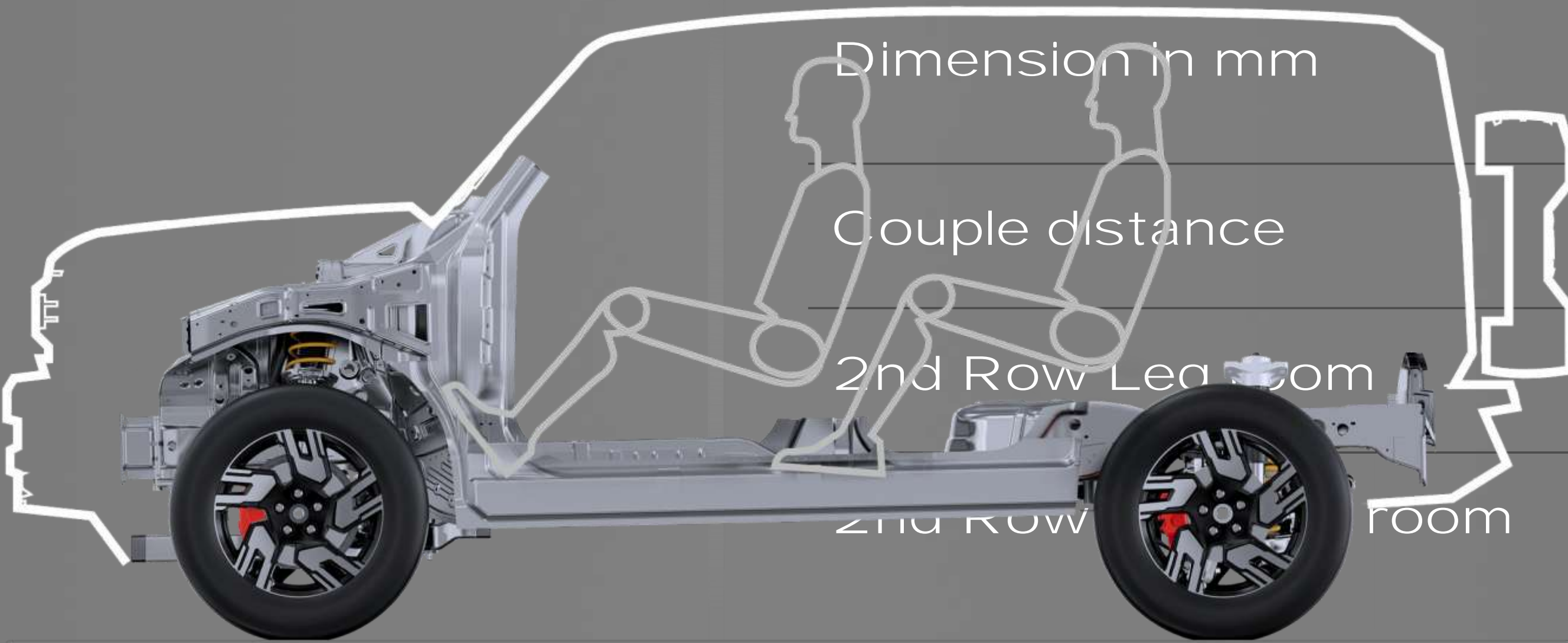
RELAX, RECLINE, ARRIVE — FIRST CLASS STARTS HERE

With miles of legroom and infinite shoulder-to-shoulder, the NU_IQ rewrites the rules on roominess

Couple distance



Leg room



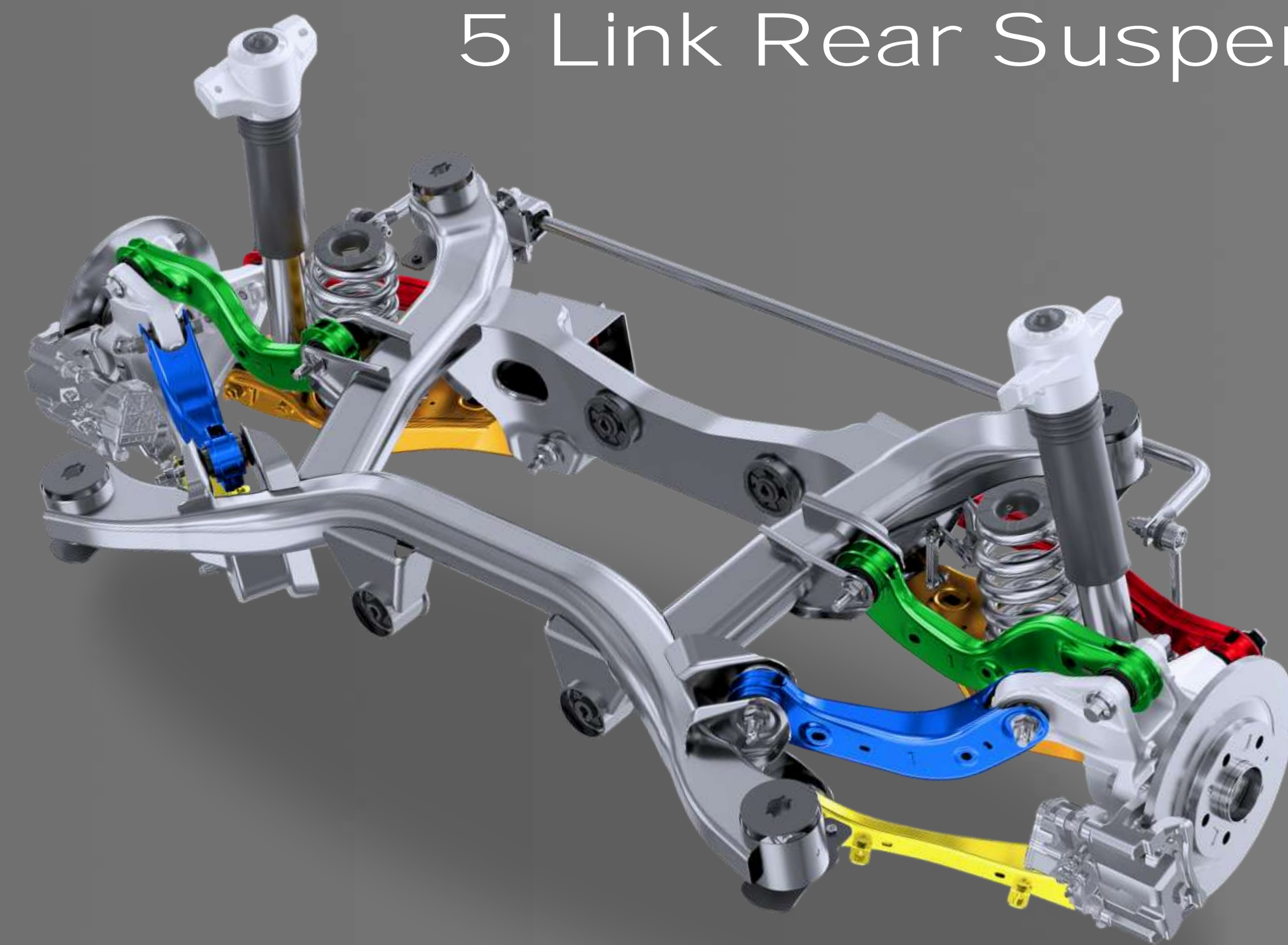
NU_IQ	Luxury SUV 1	Luxury SUV 2
830	811	825
937	933	898
1404	1403	1403

Source: In-house measurement

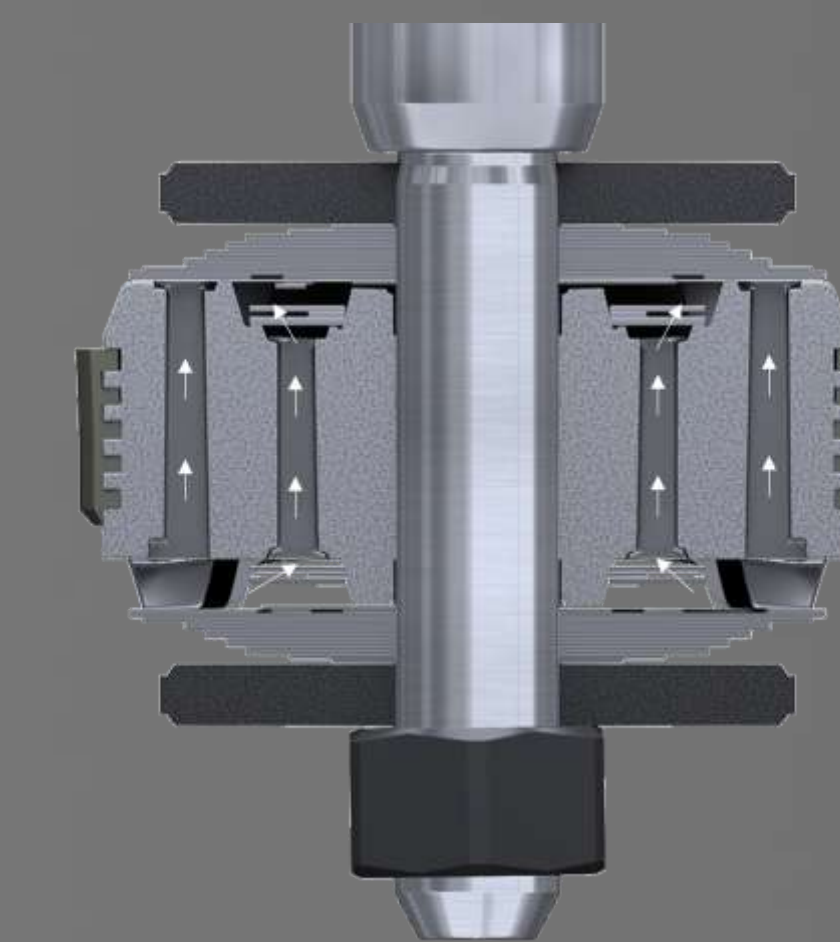
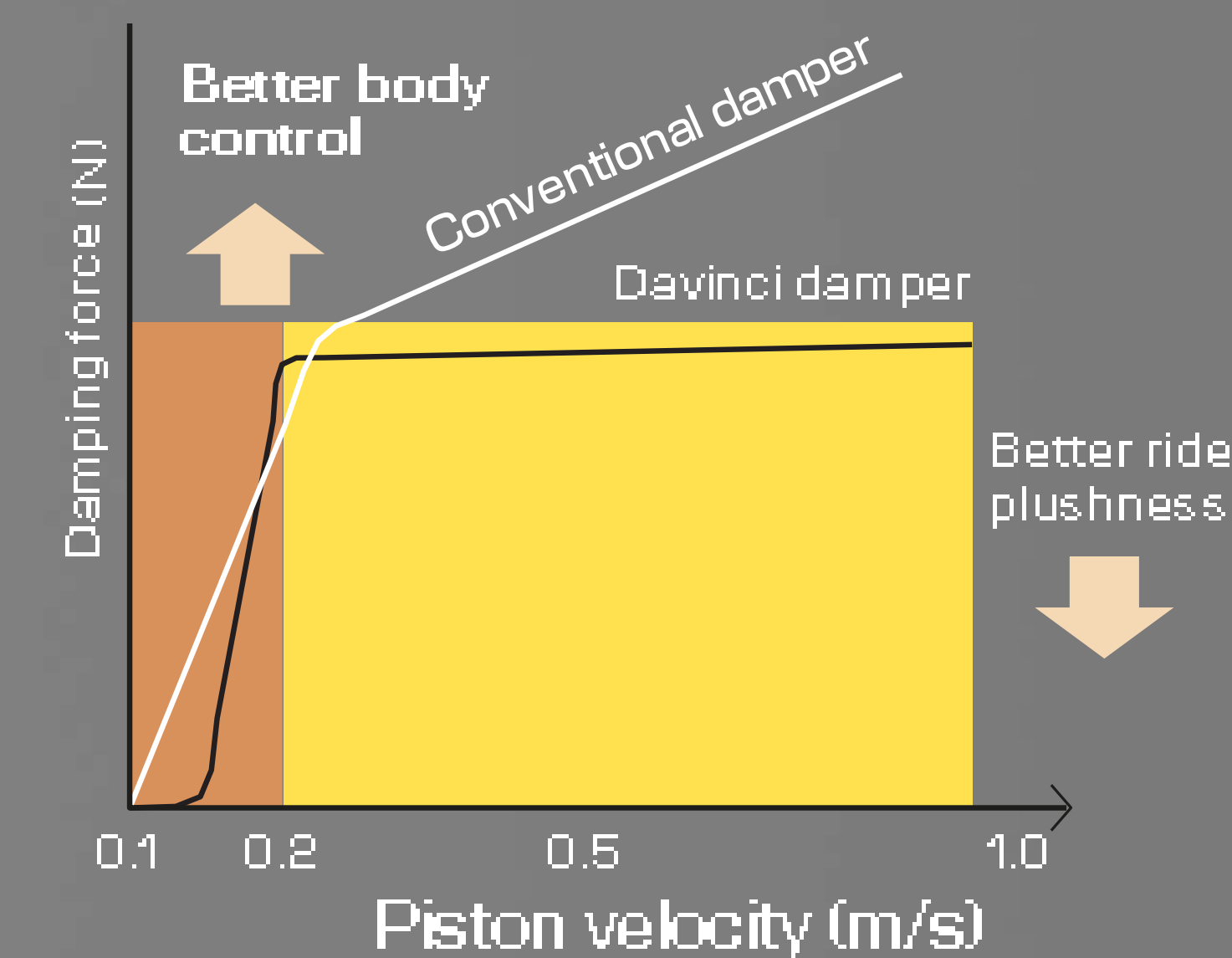
SUSPENSION OF DISBELIEF — RIDE CLOUD NINE, EVERY TIME

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

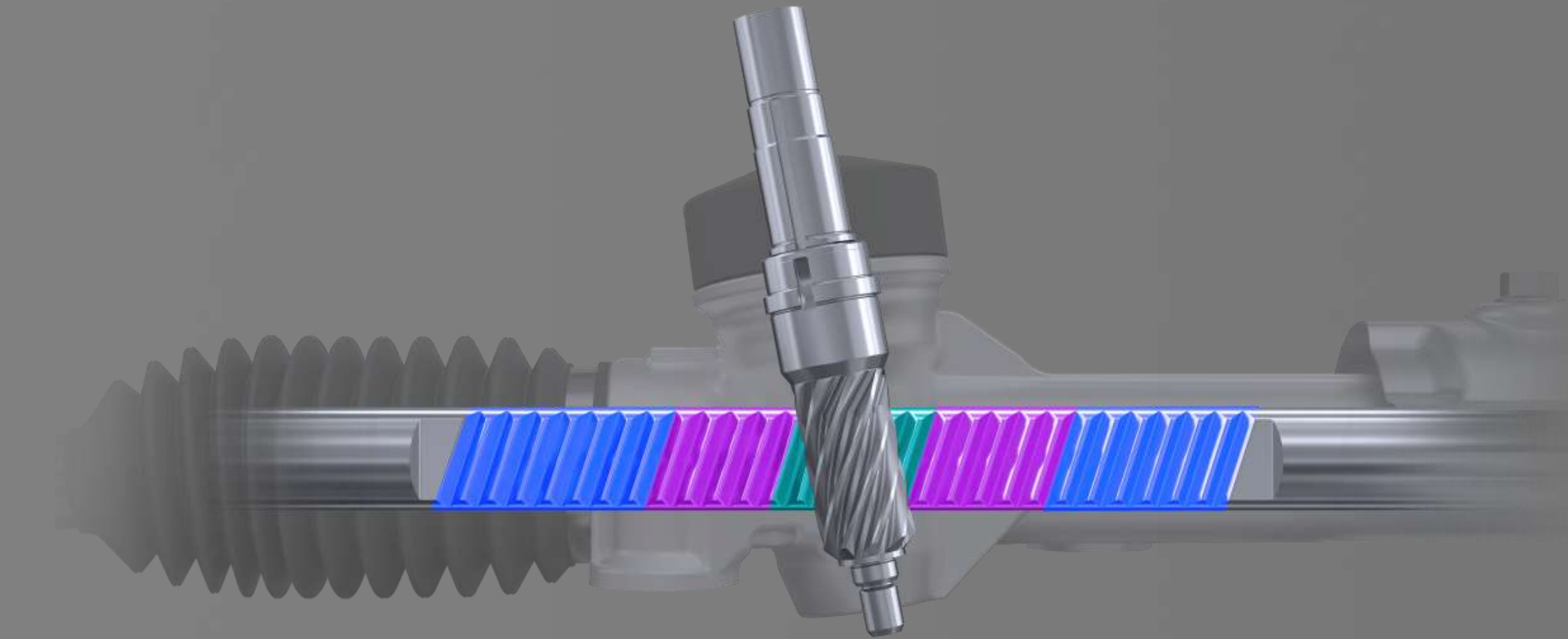
TURNING HEADS — AND CORNERS — BETTER THAN THE REST

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

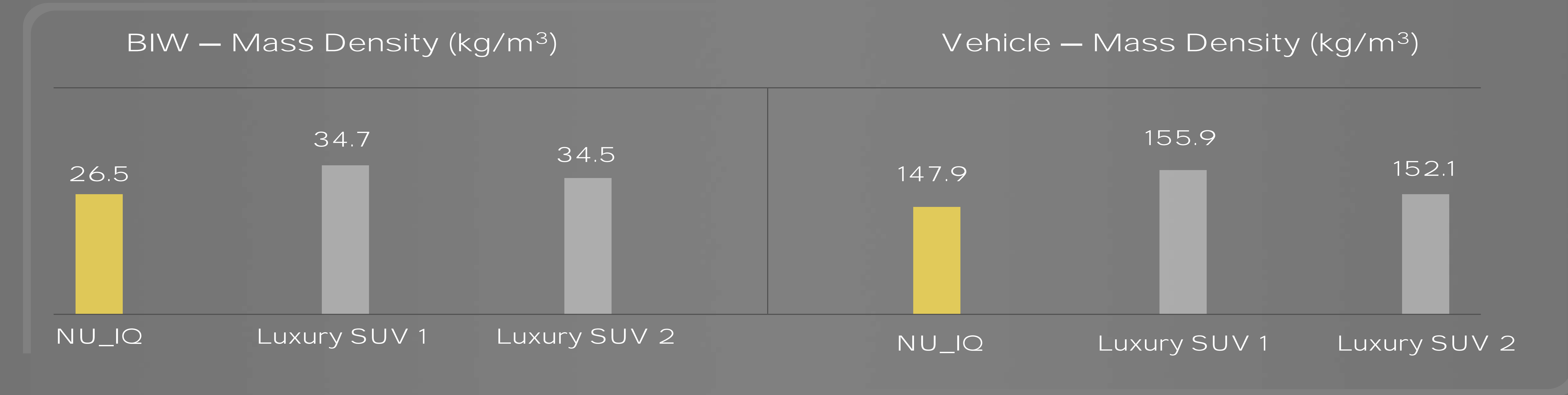


Measurement	NU_IQ	Luxury SUV 1	Luxury SUV 2
Luggage volume L upto roof	644	560	458
Luggage volume L upto seat backrest	450	450	360

Source: In-house measurement

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

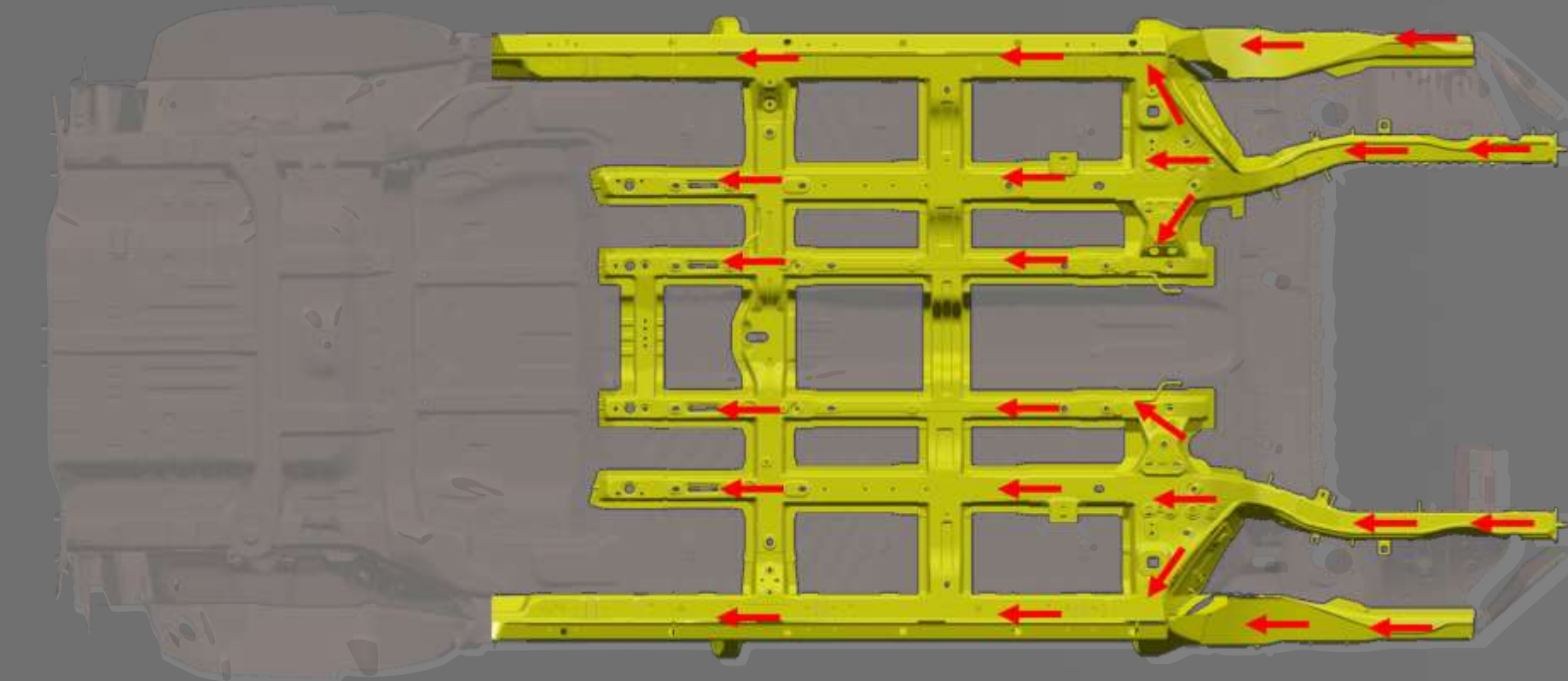
Lightweight means nimble drive, better handling and efficiency every day; With NU_IQ get more muscle without the mass



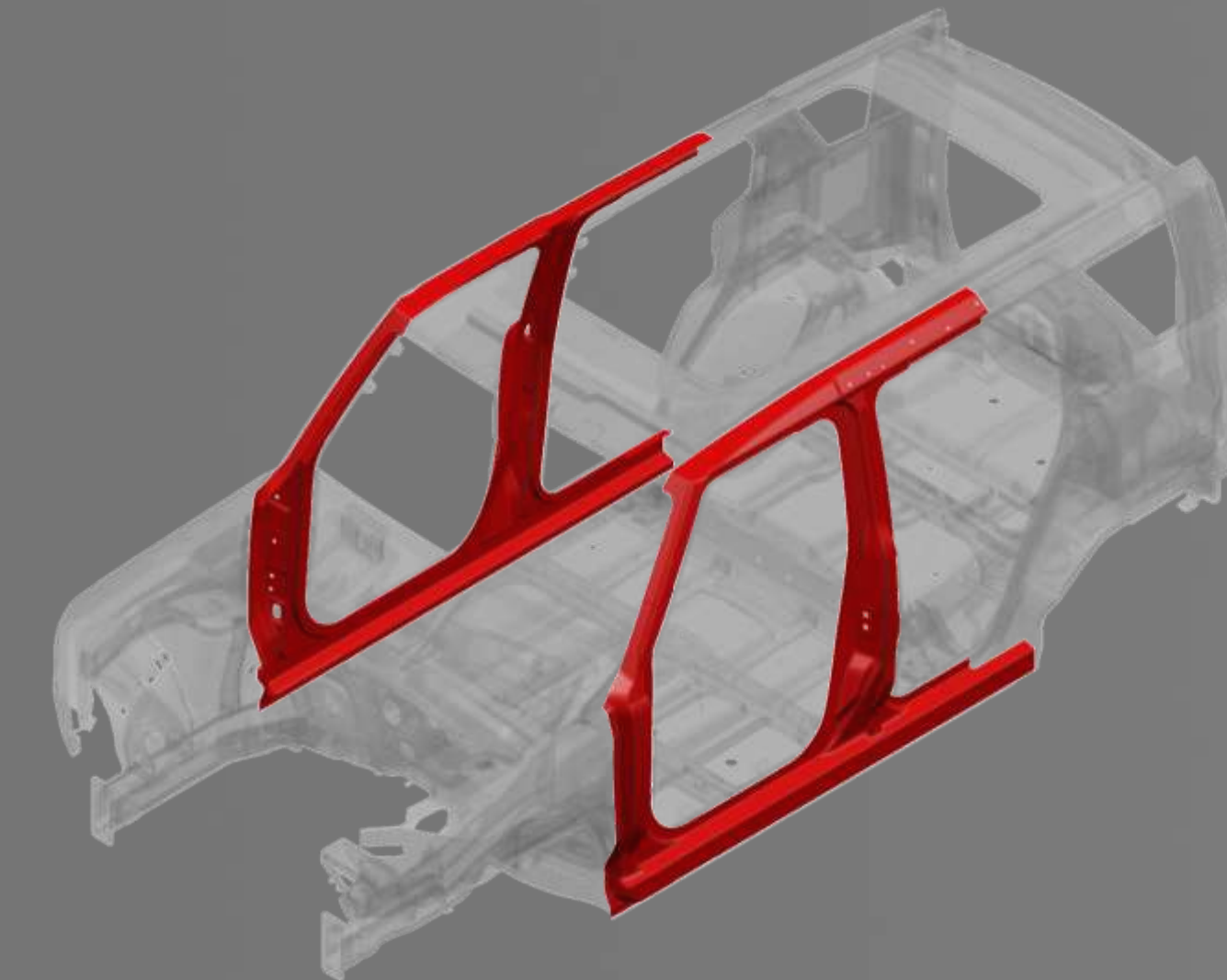
Source: In-house measurement

STRONG BONDS SURVIVE EVERY TEST — SO DO WE

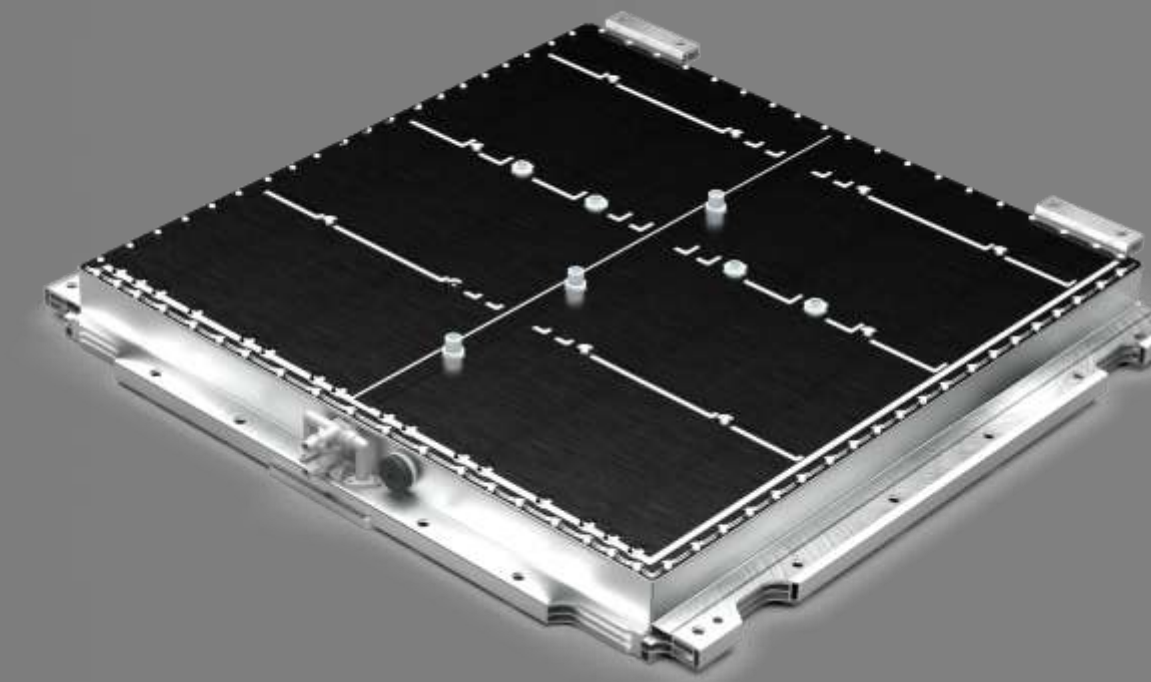
Rigorously torture tested — fire, flood and the world's bumps, for a peace of mind only a few SUVs can promise



Twin_Trident
Optimized load path
for safety



Uni_Ring
Unified hotformed
door ring structure



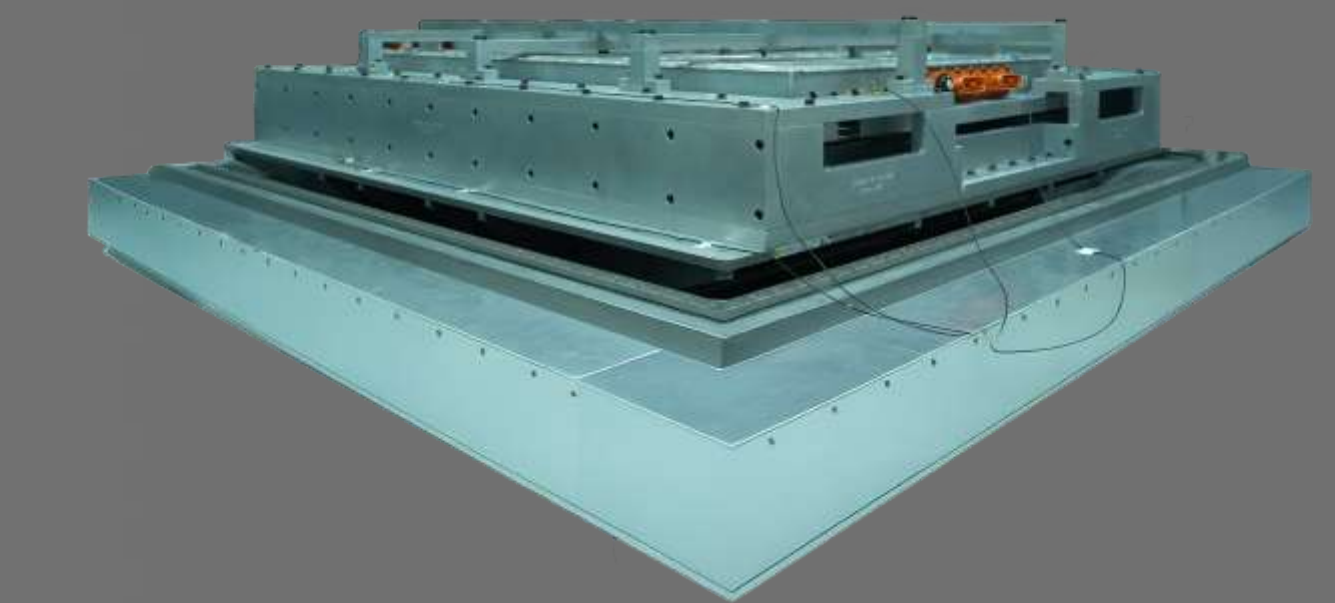
Robust Cell Chemistry
— LFP



Water immersion test
— 30min



Fire test — 3min



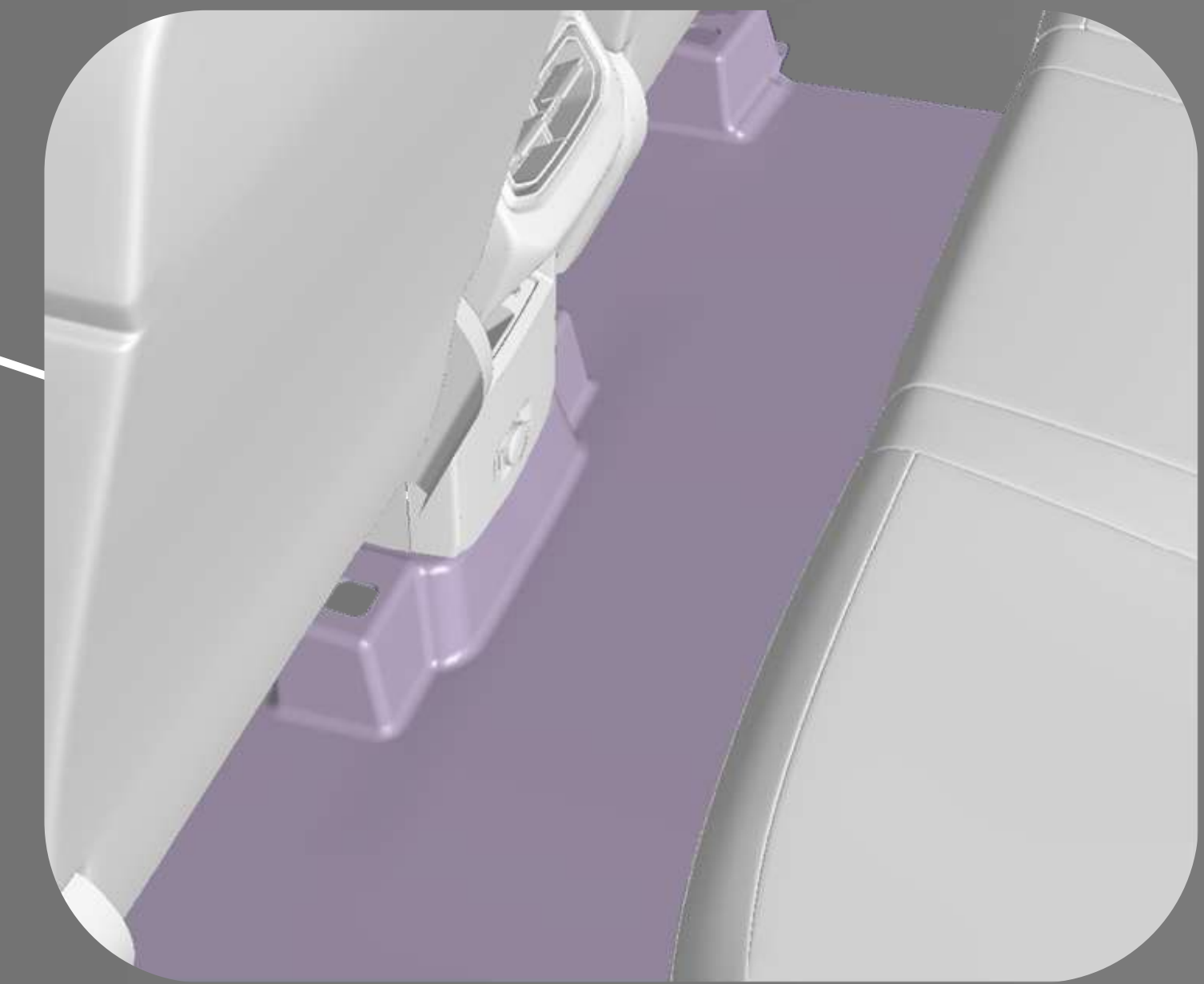
Vibration test

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)



COMPETITION



Tunnel

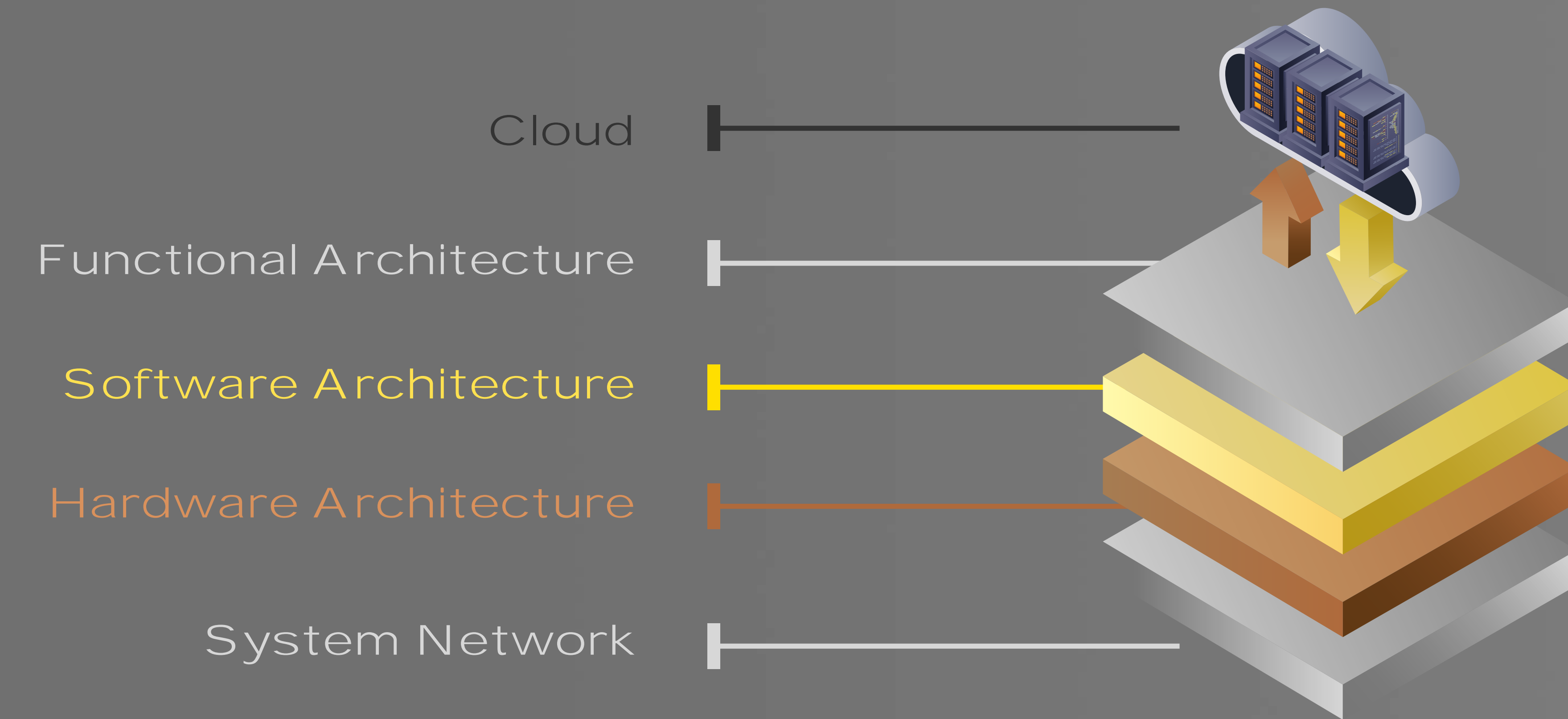
Source: In-house measurement

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

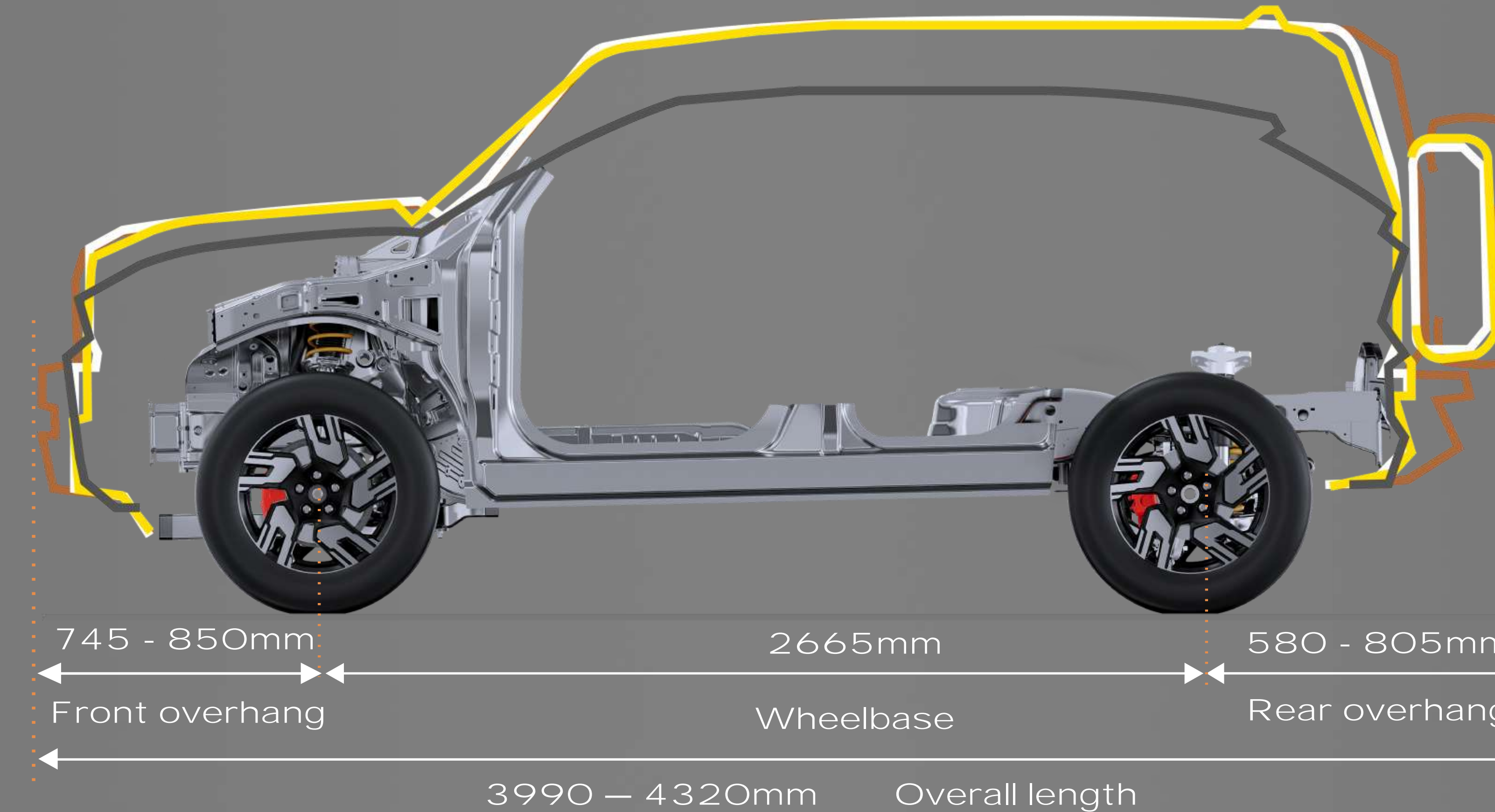
Intelligent &
Scalable Compute

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