

27th November 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 XEV 9S — India's Big New Electric 7-seater SUV
Starting at ₹ 19.95 Lakh**

We refer to our Stock Exchange Intimation dated 1st November 2025 wherein we had intimated about the Press Note issued by **Mahindra Electric Automobile Limited**, a subsidiary of the Company ("MEAL") regarding the name unveil of 'Mahindra XEV 9S: The Big New 7-Seater Electric SUV'.

In furtherance to the above, please find enclosed a Press Release issued by MEAL on the captioned subject.

The details as required under the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015 read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11th November 2024 are given at Annexure A.

The Presentation and Pictures of the Mahindra XEV 9S would be available at the following link:

https://drive.google.com/drive/folders/15NdNrkrvD31NxAXFindYEP1Ba5fR_Ecl?usp=drive_link

Further, the Presentation would also be available on the Company's website and can be accessed at the following link: <https://www.mahindra.com/investors/reports-and-filings> under 'Events update'.

Kindly take the same on record.

Yours sincerely,

For MAHINDRA & MAHINDRA LIMITED

Sailesh Kumar Daga
Company Secretary

Encl: a/a

Annexure A

Product Launch - Mahindra XEV 9S
by Mahindra Electric Automobile Limited ("MEAL"), a subsidiary of the Company

Sr. No.	Details of Events that need to be provided	Information of Such Event(s)
a)	Name of the Product;	Mahindra XEV 9S
b)	Date of Launch;	27 th November 2025
c)	Category of the product;	eSUV
d)	Whether caters to domestic/ international market;	Domestic
e)	Name of the countries in which the product is launched (in case of international);	NA
f)	Existing capacity / existing capacity utilization;	Annual installed capacity of Electric Origin SUVs is 90000 units at Automotive Division of the Company jointly with MEAL in Chakan (Maharashtra). Current operationalised capacity is 5000 units per month based on capacities established with suppliers and manning plan in our plant.
g)	Proposed Capacity Addition/ Period within which the proposed capacity is to be added;	Total manufacturing capacity will increase to 120000 units p.a. at Automotive Division of the Company jointly with MEAL in Chakan in a phased ramp up schedule by end of FY 26. The operational capacity will increase to 8000 units per month including XEV 9S.
h)	Investment required;	Out of total investment of ₹ 16,000 Crore planned in the F22-F27 cycle (as already announced) on Electric Origin SUVs ₹ 4500 was allocated for the launch of XEV 9e and BE 6 and additional of ₹ 2000 Cr is allocated for XEV 9s (including BE 6 Formula E edition). With that total cumulative investment on Electric Origin SUVs will be Rs. 6500 crore.
i)	Mode of financing;	For MEAL: Capital Investment by the Company, British International Investment Plc ("BII") and Jongsong Investments Pte Ltd ("Temasek") For the Company: Internal Accruals
j)	Rationale.	Launch of Electric Origin SUVs

Press Release

Mahindra Unveils XEV 9S – India's Big New Electric 7-seater SUV Starting at ₹ 19.95 Lakh

- Stylish Authentic SUV with a very quiet and smooth ride
- Based on INGLO platform and the brain of MAIA
- Best in Space compared to SUVs/MPVs
- Introducing 70 kWh battery offering best-in-class power of 180 kW and 380 Nm of torque
- Total 6 variants with the fully loaded Pack Three Above 79 kWh priced at Ex showroom ₹ 29.45 Lakh
- Bookings open: January 14, 2026, Deliveries start: January 23, 2026

Bengaluru, November 27, 2025: If there's one thing modern life rarely gives us, it's space — space to pause, space to think, space to be ourselves, and space to be with the people who matter. Today, Mahindra brings that feeling back with something refreshingly meaningful: the **XEV 9S**, India's **first authentic electric origin 7-seater SUV** built ground-up on the INGLO architecture.

The XEV 9S arrives as India's **Big New Electric** — a bold idea crafted into an intelligently spacious SUV for people whose lives, dreams, and daily journeys are getting bigger. It's designed for families, creators, travellers, and everyday Indians who want one simple thing from their car:

space for everything they want to do and everything they want to be.

Powered by MAIA, India's fastest automotive mind, and shaped with Mahindra's expressive design philosophy, the XEV 9S doesn't just introduce a new vehicle — it introduces a new feeling of electric freedom.

A Big New Electric for Big Lives

With its expansive cabin, clever three-row electric-first layout, whisper-quiet drive, and an almost magical sense of openness, the XEV 9S gives families, travellers, creators, and commuters something Indian mobility has long denied them: **Comfort that isn't negotiated. Space that isn't apologised for. Electric that isn't small.**

R Velusamy, President - Automotive Business, Mahindra & Mahindra Ltd. and Managing Director, Mahindra Electric Automobile Ltd. said, *"We have always believed that technology is meaningful only when it expands human possibility. The XEV 9S built on the INGLO electric origin platform does exactly that by creatin space - more than anyone else and gives a smooth and noise free ride . THE MAIA brain enables many of its high tech features, making it the most advanced offering for its price ."*

Nalinikanth Gollagunta, Chief Executive Officer - Automotive Division, Mahindra & Mahindra Ltd. and Executive Director, Mahindra Electric Automobile Ltd., said, *"The future of Indian mobility will belong to brands that don't just electrify vehicles, but reimagine categories. With the XEV 9S, we're not just playing in the EV segment, we're expanding it. This SUV signals the start of a BIG new electric era for Mahindra - one built on scale, on purpose, and on a deep understanding of how India moves. The attractive prices starting at ₹ 19.95 Lakh make a very high tech product accessible, with bookings opening on Jan 14 and deliveries start on Jan 23."*

Pratap Bose, Chief Design & Creative Officer - Auto & Farm Sectors, Mahindra & Mahindra Ltd., said, *“Designing the XEV 9S wasn’t about adding lines to a surface, it was about shaping a feeling. We wanted it to feel like stepping into a personal sanctuary, yet one that carries the pulse of modern India. Electric gave us the canvas; INGLO gave us the freedom to sculpt light, space, and comfort. The result is an SUV that wears its size with grace and its technology with humility. It’s expressive, it’s calm, and it’s unmistakably Mahindra - built for a nation whose aspirations are only getting bigger.”*

The New Shape of Space:

The XEV 9S is an expression of Mahindra’s signature Heartcore Design philosophy. Its athletic stance, clean lines, gloss finish, immersive tech-rich interiors and carefully balanced proportions scream ‘Premium SUV’ and evoke a sense of purpose and maximum space. The XEV 9S is silent sophistication on wheels.

Key Highlights:

Proven INGLO Platform - Intelligent Adaptive dampers with i-Link at the Front & 5-Link independent suspension at the rear - Advanced LFP Battery with Lifetime Warranty with 500 km Real World Range - Brake by Wire with IEB - High Power Steering with VGR Biggest Electric SUV - Biggest Cabin Space of 4076 L (For Front & Second Row) - Boot Space of upto 527 L - Best-in-Class Frunk Space of 150 L 50:50 Split Seats in 3rd Row Second Row Luxury - Powered Boss Mode - Ventilated 2nd Row Seats - Recline & Sliding Adjustment - Sunshade for 2nd Row windows - Acoustic “Laminated” Glass - Wireless Phone Charging - LiveYourMood with 3 modes - Bring Your Own Device capability - Lounge Desk Big on Your Well-Being 7 Airbags - L2+ ADAS with 5 Radars & 1 Vision Camera - Driver Drowsiness Detection with DOMS (Eyedentity) - Secure360 Pro – Live view & recording with new live communication feature Intelligent Connectivity 140+ Features - Digital Key, NFC, Charge Scheduler, User Profile	Ultimate SUV DNA - Best Ground Clearance of 205 mm (222 mm Battery Ground Clearance) with Command Seat Position - Segment Leading Power of 210 kW - Best in Class Torque of 380 Nm - Fastest 7-Seater SUV in its class (0-100 km/h in 7.0 seconds) 202 km/h Top Speed Driver Focused Features - VisionX – AR HUD - Eyedentity – Driver & Occupant Monitoring System - AutoPark Assist - Drive Modes (Default, Range, Race, Everyday) - Lowest-in-class Turning Circle Diameter of 10 m 6-way Powered Memory Seat - Captouch Steering Switches - LiveYourMood – Club, Calm & Cozy - Smart Climate control - Keep Mode Big on Entertainment 16 Speaker Harman Kardon Audio with Dolby Atmos - Three 31.24 cm Screens 5G Connectivity - Ambient Lights - Smart Climate control - Camp Mode - Fun & Work Apps Big On Savings 40% Depreciation Benefits for Business Owners ₹1.2/km Running Costs - Maintenance Costs of 40 Paise per Kilometer - Negligible Road Tax
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Important Dates:

Add Your Preference: 14th December, 2025; Test drives start: 5th January, 2026

Bookings Open: 14th January, 2026 and Customer deliveries commencing: 23rd January, 2026

Annexure

XEV 9S Feature Walk		
PACK ONE ABOVE (59, 79 kWh)	PACK TWO ABOVE (70, 79 kWh) (Incremental features over PACK ONE ABOVE)	PACK THREE (79 kWh) (Incremental features over PACK TWO ABOVE)
Performance 59 & 79 kWh Battery Pack - Superfast Charging Capability: 20 to 80% in just 20 min with 180 kW DC Charger (79 kWh Battery Pack), with 140 kW DC Charger (59 kWh Battery Pack) - Best-in-class Power of 210 kW (79 kWh Battery Pack), 170 kW (59 kWh Battery Pack) - Electric Power Steering with Variable Gear Ratio 10 metre Turning Circle Diameter - Multiple Driving Modes with Boost Mode - Multi step regeneration - One-touch Single Pedal Drive - SonicSuite with Virtual Engine Sounds - iLink Front Suspension & 5-Link Rear Suspension - MTV-CL technology - Frequency Dependent Damping - Low Rolling Resistance Tyres with NVH Reduction - Cruise Control Design - Panoramic Skyroof - Illuminated Logo - Bi-LED Headlamps with DRLs - LED Tail lamps - Premium Fabric Upholstery - Stylish R18 Wheels with Aero Covers - Premium Finish Exterior Cladding - CapTouch Switches on Console Safety 6 Airbags - High Stiffness Bodysell - All Wheel Disc Brakes - Brake-by-Wire Tech - Electronic Brake Booster with 46 Value Added Features - Driver Drowsiness Detection - Electronic Parking Brake - Rear Parking Sensors with HD Camera - TPMS with Individual Tyre Pressure Display Technology - Coast-to-Coast Triple Super Screens (12.3"x3) - Qualcomm Snapdragon Chipset - 8155 - Wireless Android Auto & Apple CarPlay - Superfast 5G Connectivity - Pre-installed OTT, SocialMedia, News, Shopping Apps - BYOD In-Car experience - Connected Features like Cabin Precooling, Scheduled Charging, Remote commands (Me4U App) 4 Speakers & 2 Tweeters - Built-in Amazon Alexa Comfort & Convenience 2nd Row sliding seats 60:40 Split in 2nd Row Seats with Multi-Step Recline - Height Adjustable Driver Seat & Seat Belt - Rear wiper & washer - Rear demister - Push Button Start - Spacious Frunk (150L) & Trunk (upto 527L) - Frunk with drain hole & light - One-touch Driver Power Window - Auto Headlamps - Rain Sensing Smart Wipers - FATC with Rear AC Vents - Tilt & Telescopic Steering - Cooled Console Storage 65 W Type C Fast Charging Ports for Front & Rear - Smart climate control - PawPal (Pet mode), Keep Mode, and CampMe (Camp mode) - Laminated Door Glass	Performance 70 kWh Battery Pack - Superfast Charging Capability: 20 to 80% in just 20 min with 160 kW DC Charger - Best-in-class Power of 180 kW - Multi step regeneration, including Auto mode Design - R18 Alloy Wheels - Soft Leatherette-wrapped Interior trims - Leatherette Seat Upholstery - Leatherette Steering Wheel Safety - L2 ADAS with 1 Radar & 1 Vision Camera 360-degree Camera - Blind View Monitor - Front Parking Sensors Technology - Sonic Studio by Mahindra 16 Speaker Harman/Kardon Audio - Dolby Atmos - Wireless Charging in Front Row - NFC Key (Phone & Key card) Comfort & Convenience - Ventilated 1st Row Seats 6 way Adjustable Powered Driver Seat + 2 way Adjustable Manual Lumbar - Auto Fold ORVMs - ORVM Auto Tilt on Reverse - Dual Zone Automatic Temperature Control - Auto Dimming IRVM - Co-Driver ergo lever - BYOD - Mounting Provision on Seats - Auto Defogger For Windshield	Performance - Intelligent Adaptive Suspension Design - LED DRLs with Centre Signature Lamp - Sequential Turn Indicators - Start-up Lighting Sequence - LightMeUp - Ambient lighting with 16 million colours - integrated in Interiors & Skyroof Safety 7 Airbags (6 Airbags + Driver Knee Airbag) - L2+ ADAS with 5 Radars & 1 Vision Camera - Driver Initiated Auto Lane Change - Lane centring & emergency steering assist - Blind Spot Detection - Front & Rear Cross Traffic Alert - Front Fog Lamps - Cornering Lamps - Auto Booster Lamps - Acoustic Laminated Door Glass Technology - Dual Wireless Charging (Front and Rear) - Advanced Air Filtration with AQI display Comfort & Convenience 6 way Adjustable Powered Co-Driver Seat with power boss mode - Ventilated 2nd Row Seats 2nd Row Snack tray (behind co-driver seat) - Electrically Deployed Flush Door Handles - Passive Keyless Entry (PKE) - Second Row Window Sunshade
		PACK THREE ABOVE (79 kWh) (Incremental features over PACK THREE)
		Design - Night Trail - Carpet Lamps - CapTouch Switches on Steering Wheel Technology - Qualcomm 8295 Snapdragon Chipset with 24 GB RAM & 128 GB Storage - AutoPark Assist - Video Calling - Drive Video Recording Safety - VisionX (ARHUD) - Eyedentity - DOMS - Secure360 - Live view & recording

Social Media Addresses for Mahindra Electric Origin SUVs:

- **Brand website:** <https://www.mahindraelectricssuv.com/>
- **Instagram:** @mahindraelectricssuvs
- **Twitter (X):** @mahindraeSUVs
- **YouTube:** @mahindraelectricssuvs
- **Facebook:** @mahindraelectricoriginsuvs
- **Hashtags:** #ScreamElectric #XEV9S #MahindraElectricOriginSUVs

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.

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

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