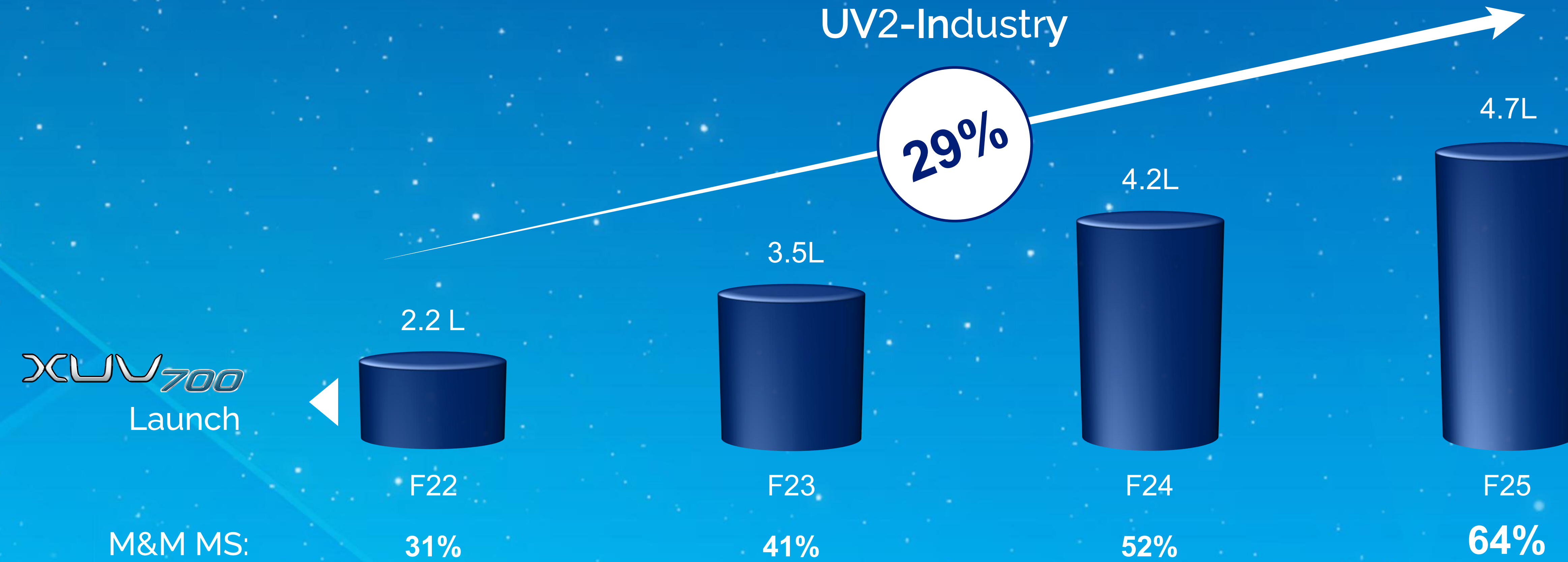


THROWBACK TO **2021**

DRIVEN BY MAHINDRA, LED BY XUV700



▲ 1.1% UV2 CAGR (F15-F19)

▲ 29% UV2 CAGR (F22-F25)

▲ 23% SUV CAGR (F22-F25)

UV2 SIAM Definition : Length between 4400 - 4700 mm & Price <20 Lakhs

ADMIRER. LOVED. CELEBRATED.

40+

Accolades & Awards



Fastest SUV (>4m) to clock
50,000 Cr*

*>4m Monocoque
Since launch basis Ex-showroom rate (ESR)

XCX 700

XCX 700

CHAMPIONS NEVER REST



7 X O



LUX
RIDE

XEMPLARY
SAFETY

XPRESSIVE
DESIGN

XPERIENTIAL
TECH

XQUISITE
LUXURY

X FOR
ALL

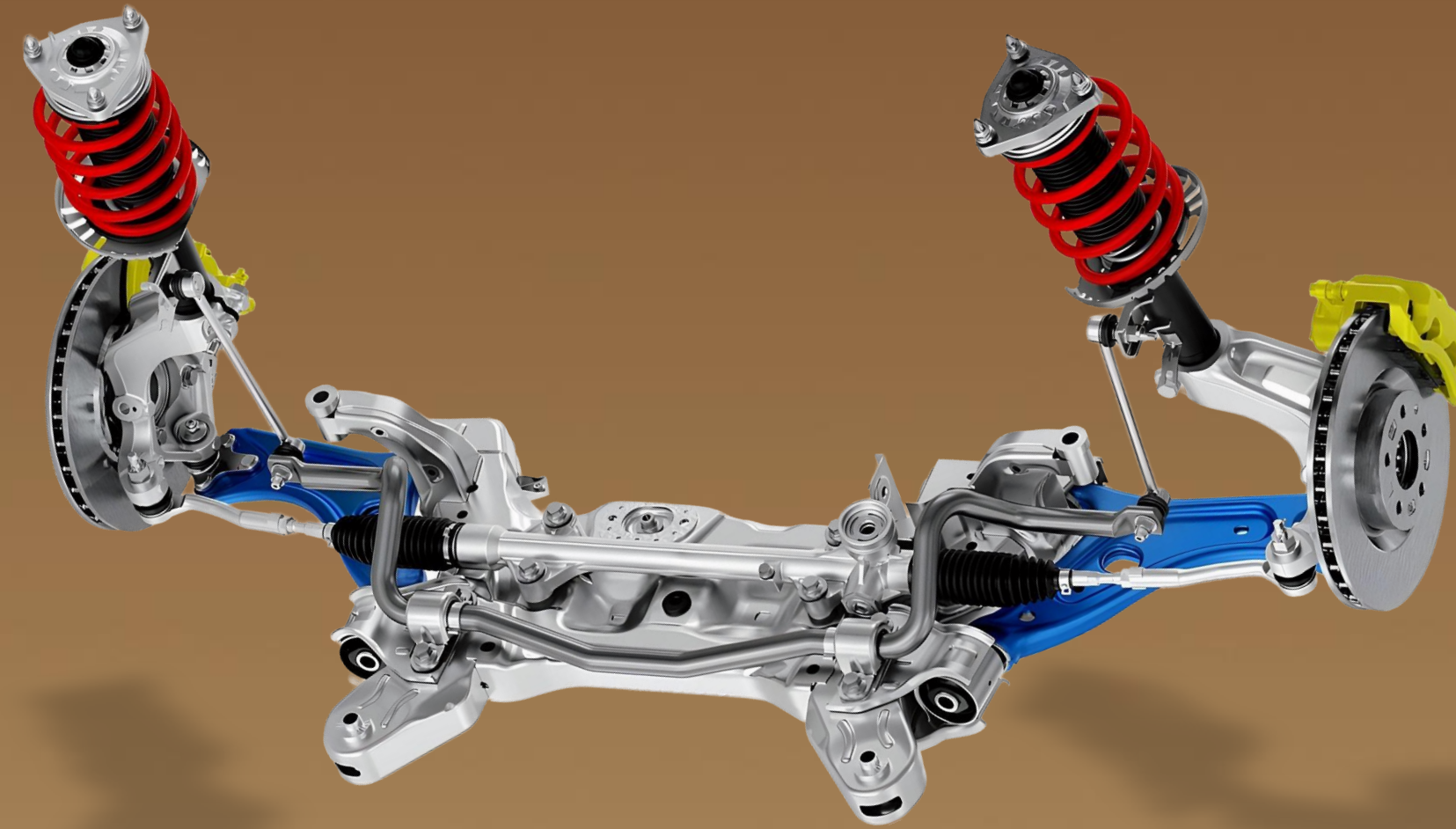
XCEPTIONAL
VALUE



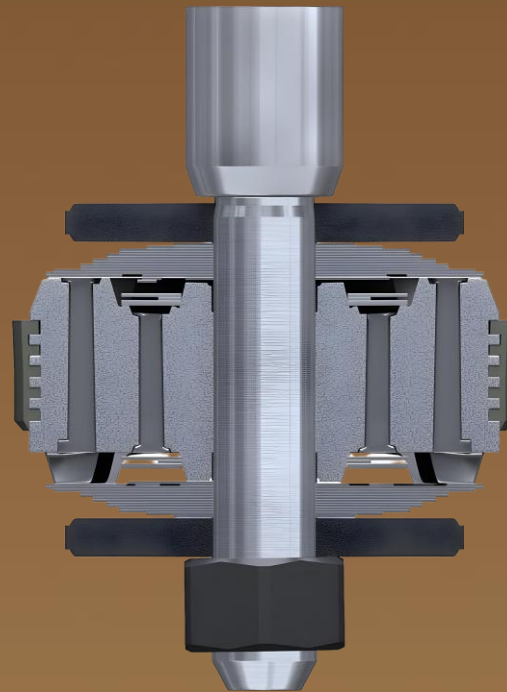
LUX RIDE

FIRST IN THE WORLD DAVINCI DAMPER

McPherson Strut Front Suspension
Excellent Ride Comfort And
Precise Handling Performance



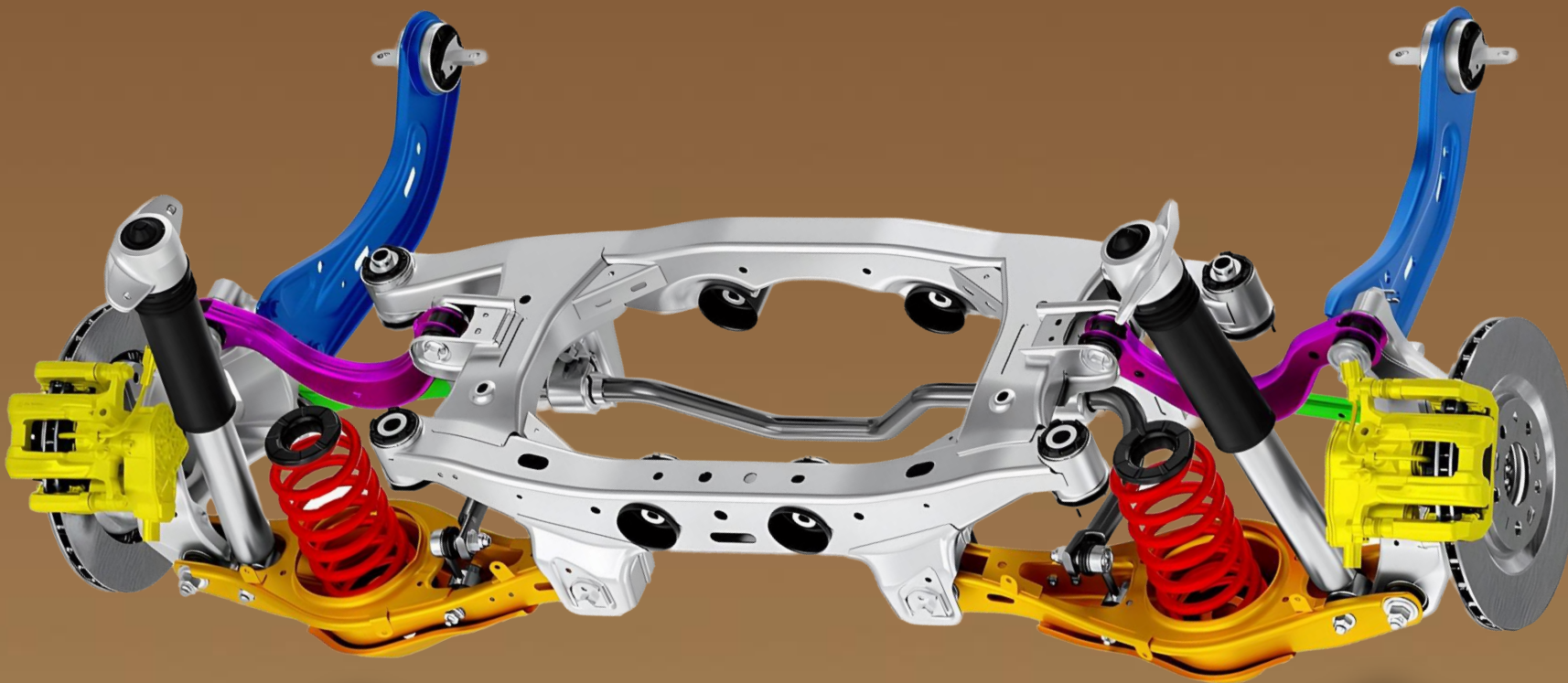
DCx Piston Valve
First In The World



Advanced Hydraulic
Rebound Stopper



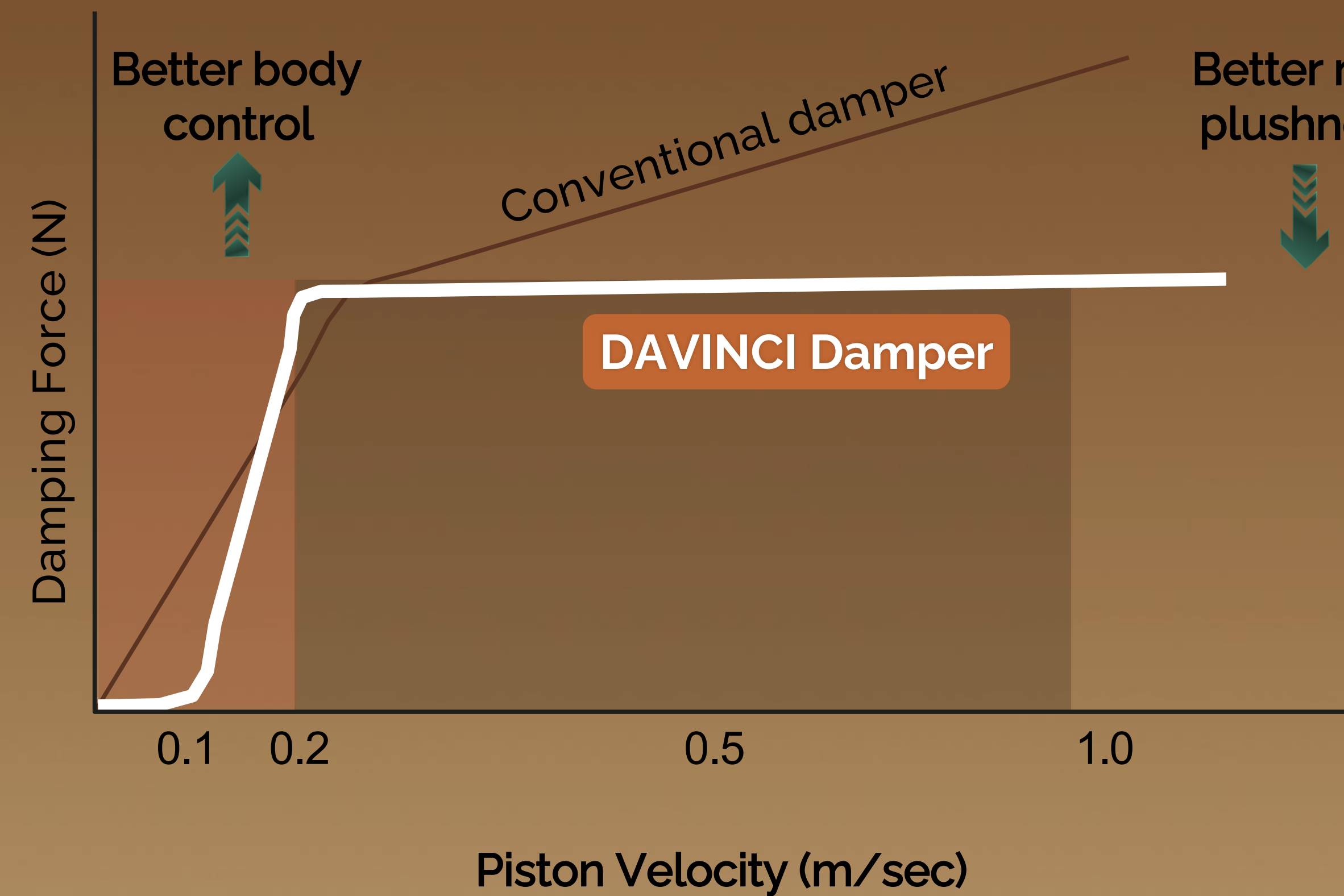
Multi Link Rear Suspension With Control Blade
Better Longitudinal Compliance And
Lateral Stiffness



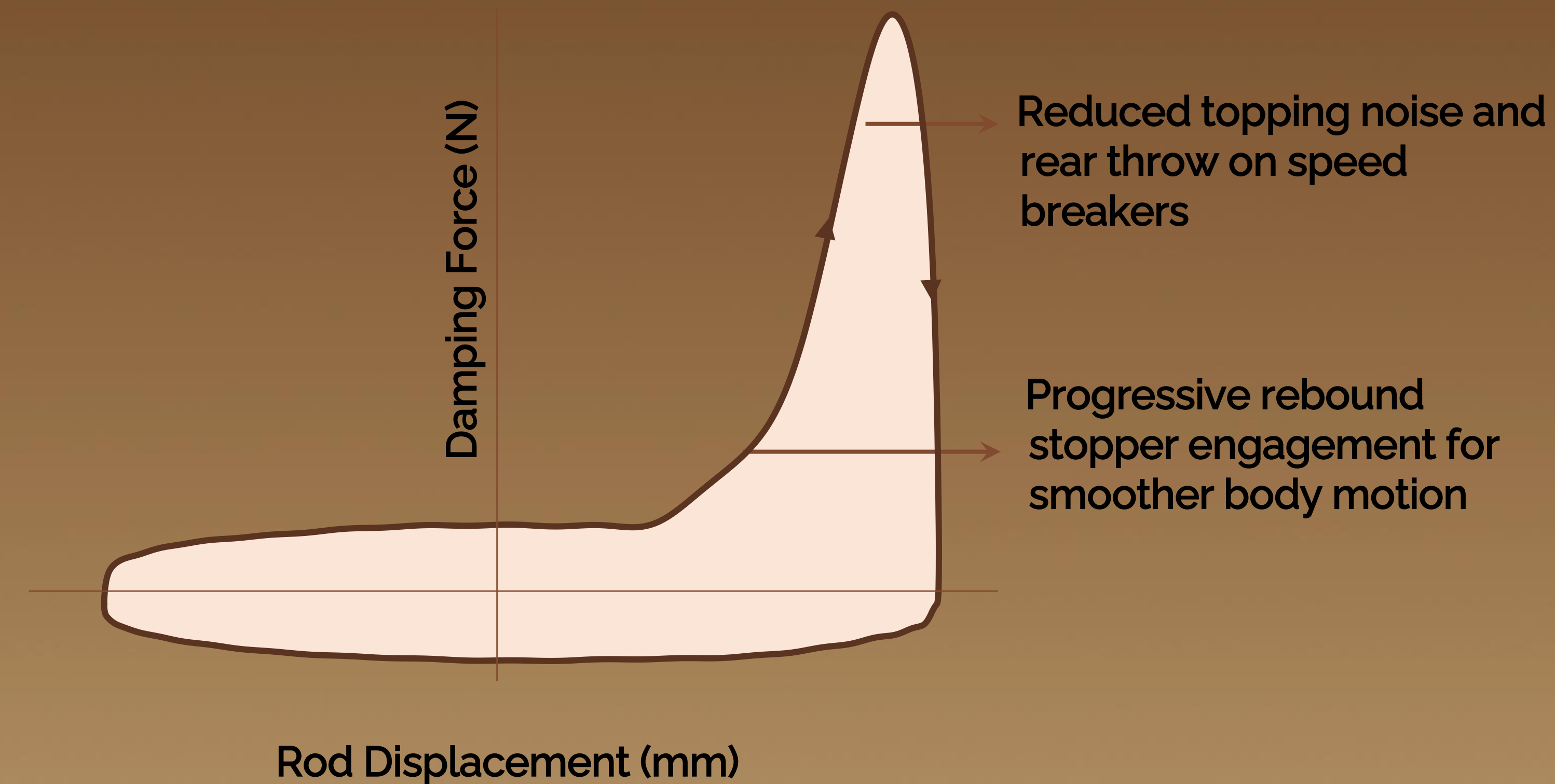
Parameter	XUV 7XO	TS	TH	SK
Front Suspension	McPherson	McPherson	McPherson	McPherson
Rear Suspension	Multilink	Twist blade with Panhard rod	Twist Beam	Multilink

UNPARALLELED DAMPING PERFORMANCE

DAVINCI Damper Technology
(First in the World)

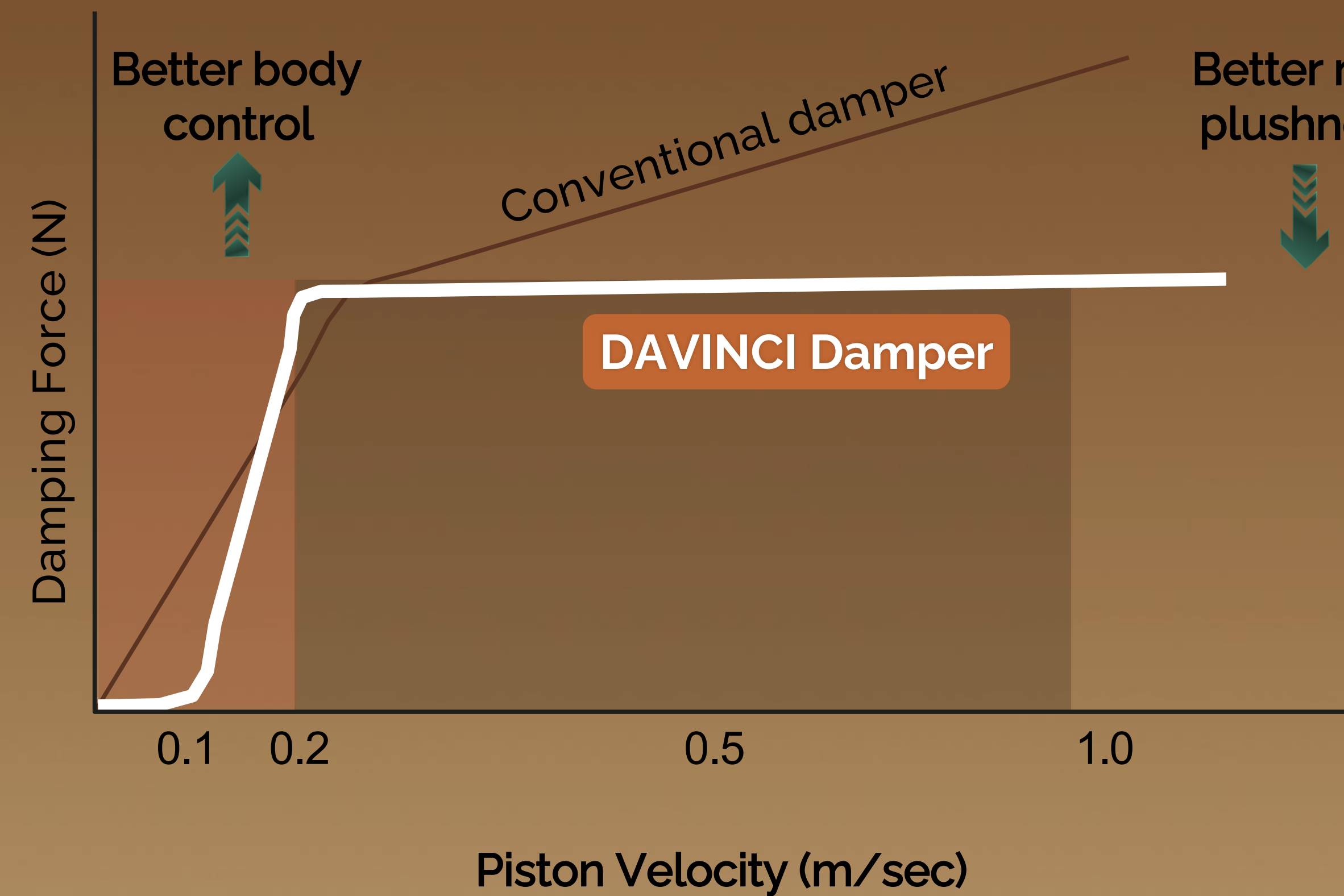


Advanced Hydraulic Rebound Stopper
(First in Segment)

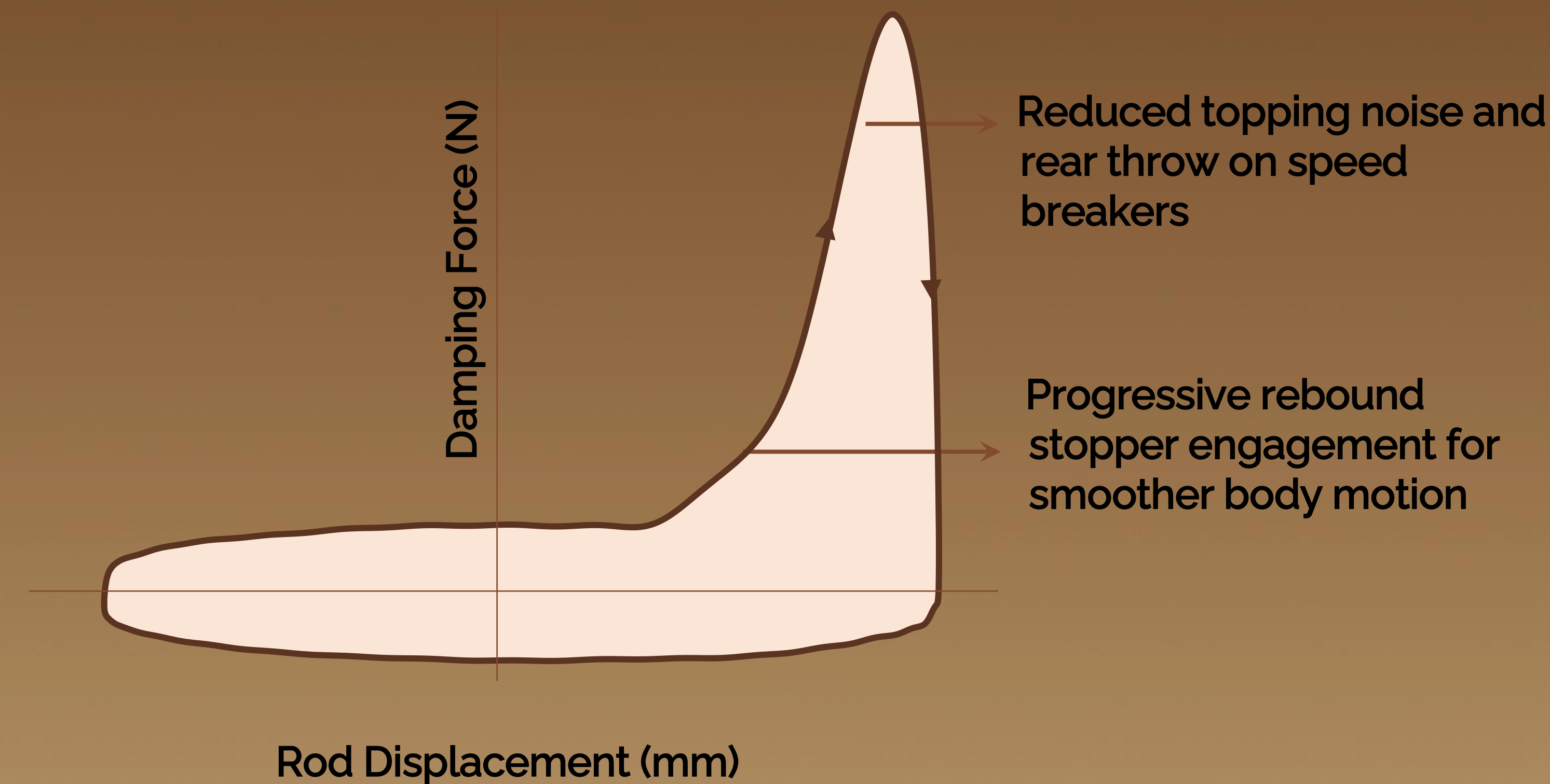


UNPARALLELED DAMPING PERFORMANCE

DAVINCI Damper Technology
(First in the World)

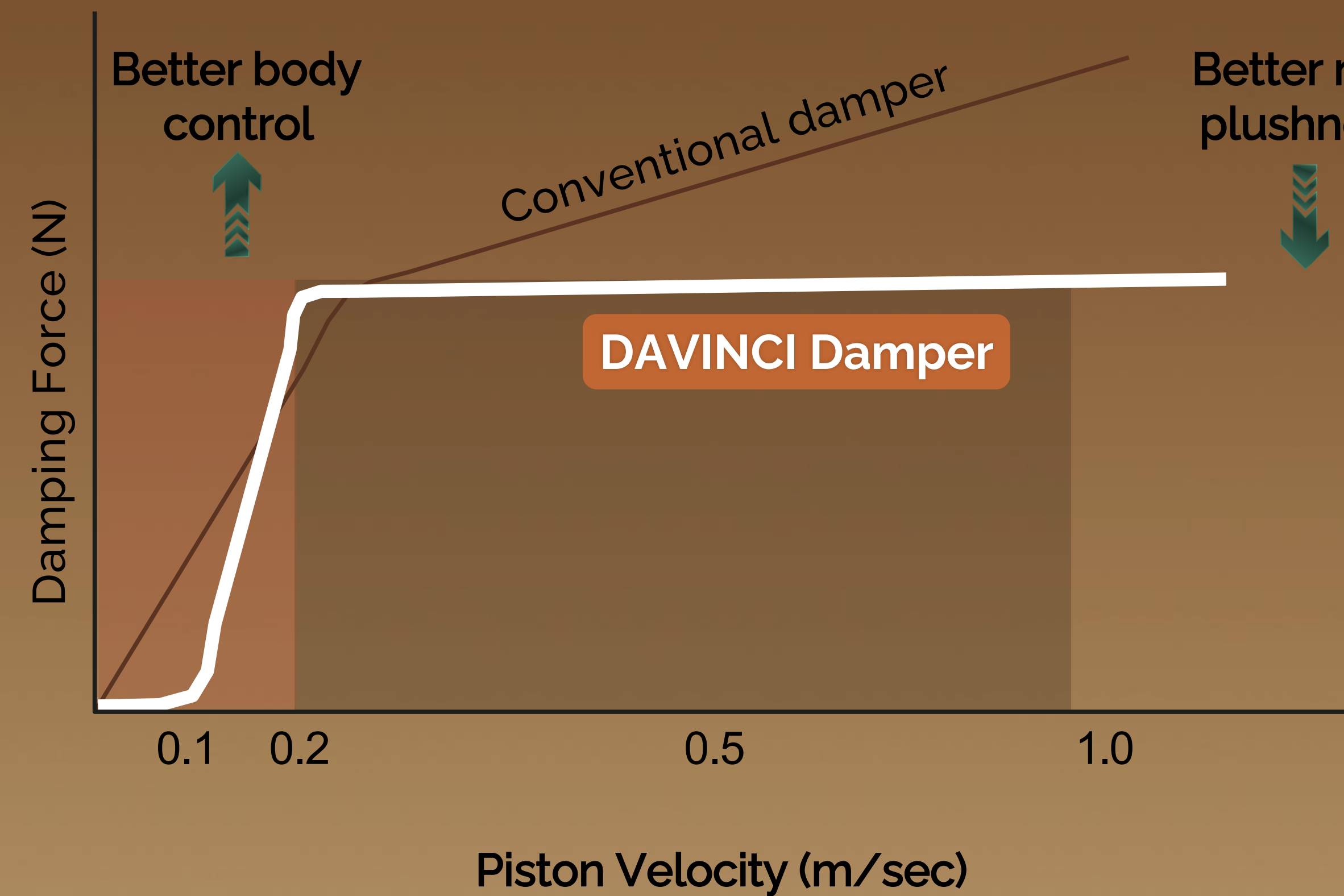


Advanced Hydraulic Rebound Stopper
(First in Segment)

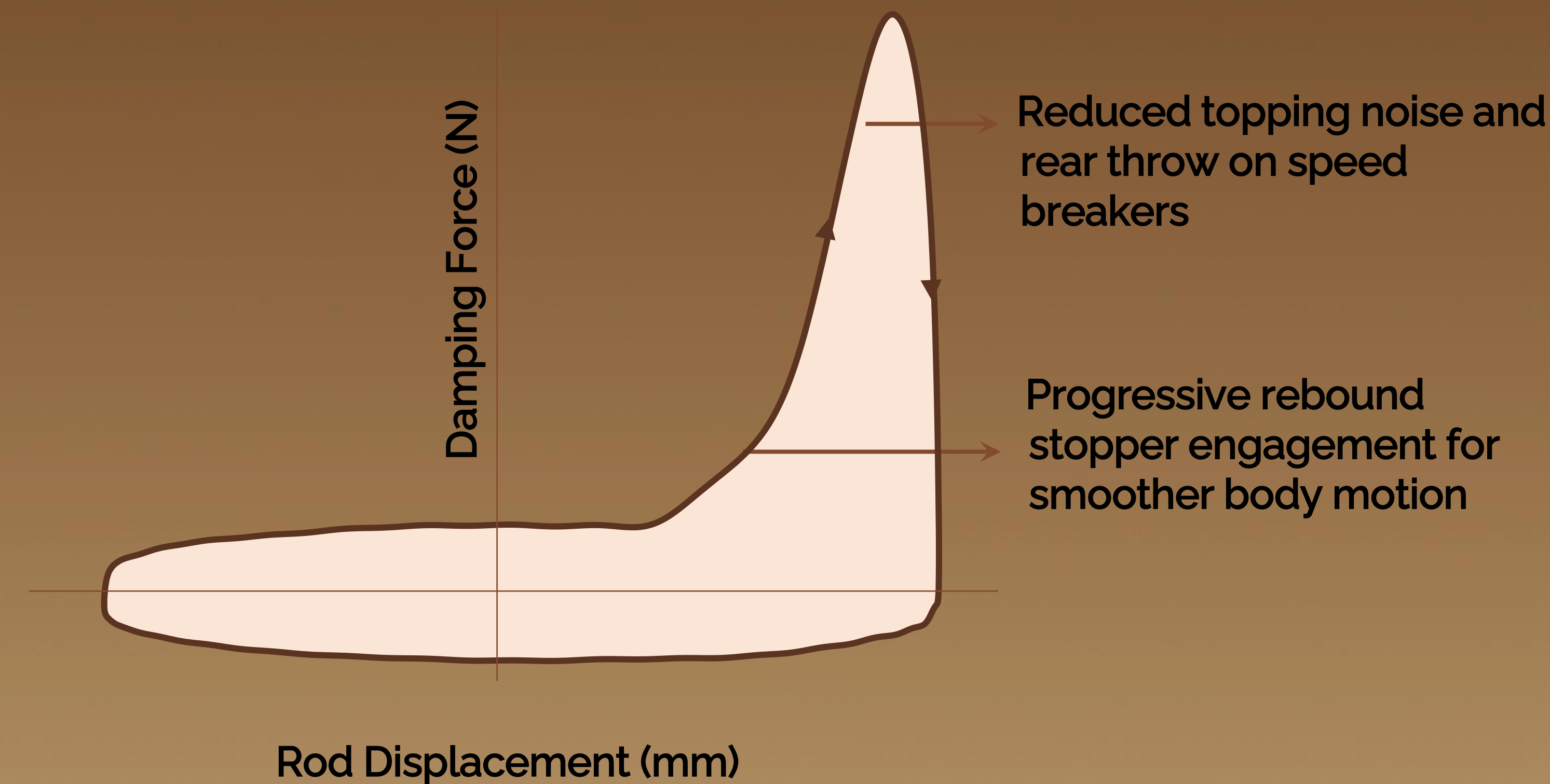


UNPARALLELED DAMPING PERFORMANCE

DAVINCI Damper Technology
(First in the World)



Advanced Hydraulic Rebound Stopper
(First in Segment)



BEST IN CLASS VEHICLE DYNAMICS

Ride comfort

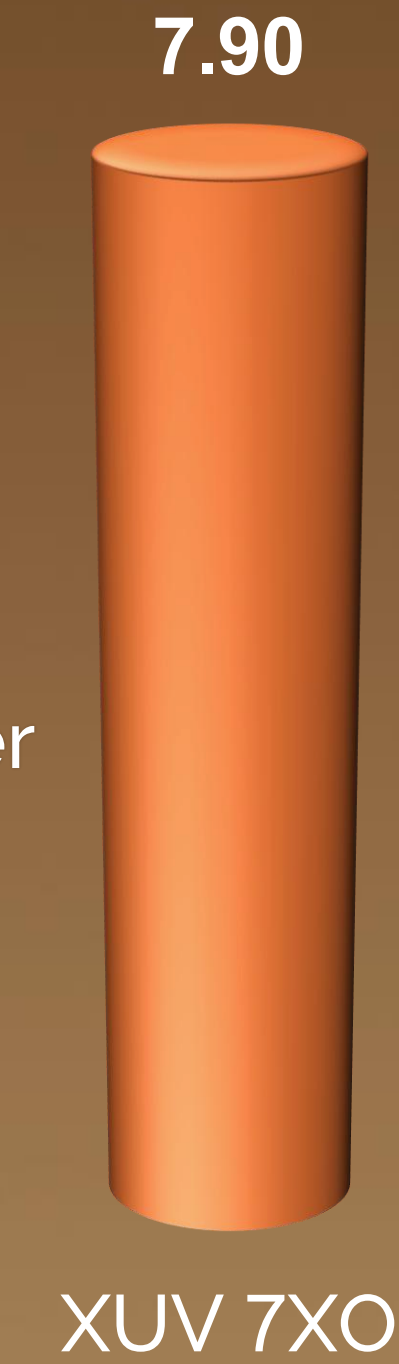
Ease of use

Handling

Fun to drive



Higher
the better

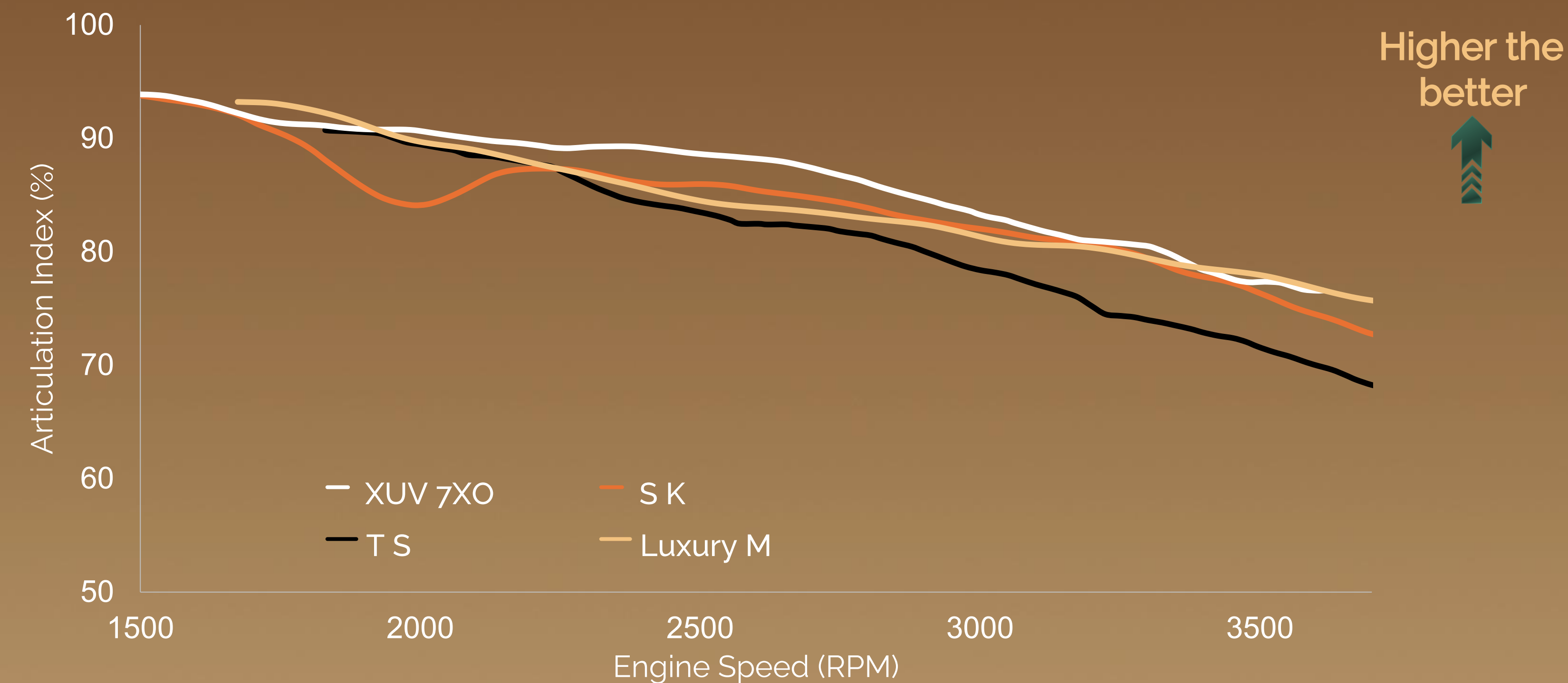


Overall vehicle dynamics : Internal evaluation

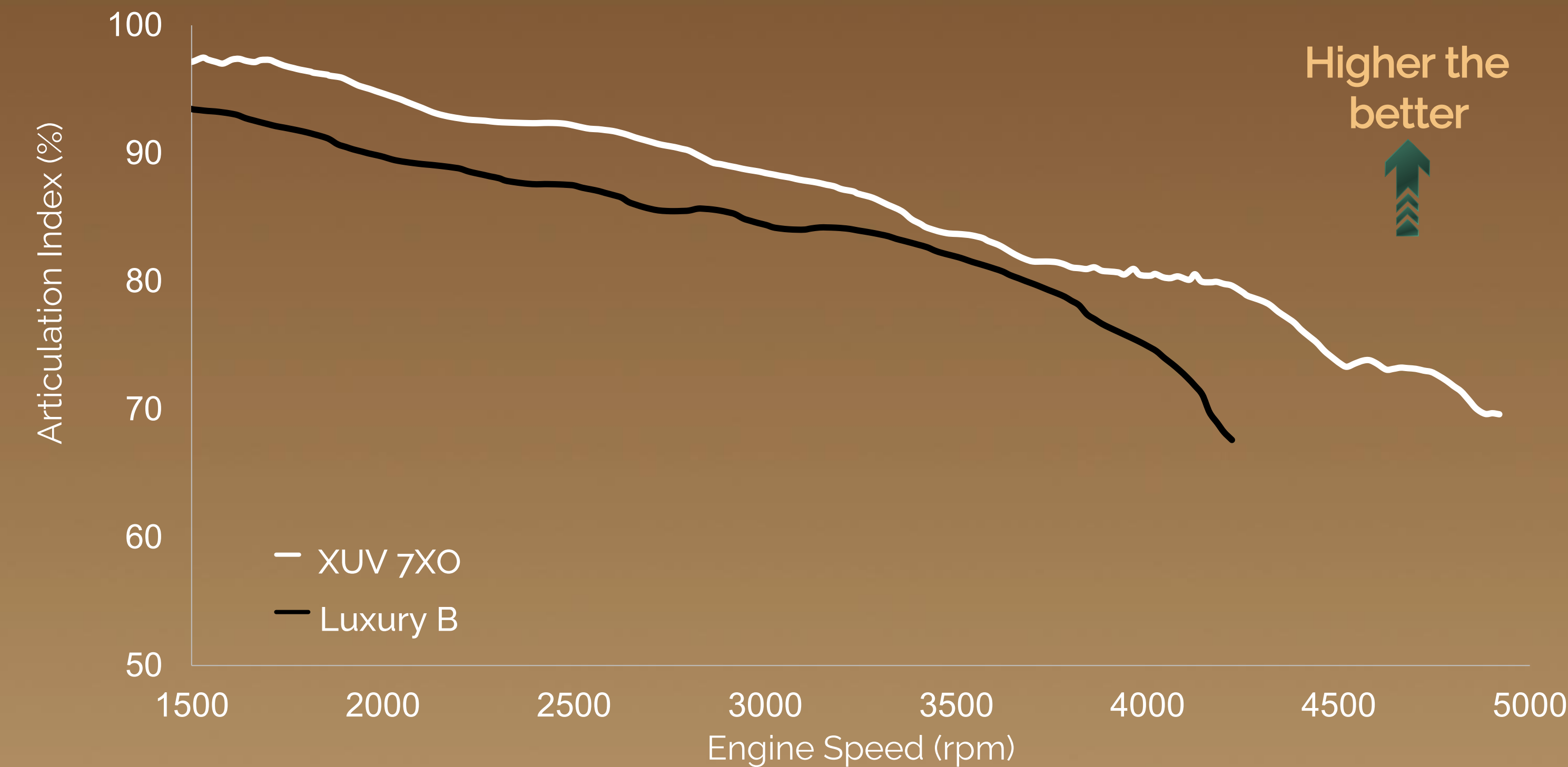
SILENCE YOU CAN HEAR

Lowest noise levels in Diesel
and Gasoline

Articulation Index (Sound Quality)
Driver-ear noise for Diesel



Articulation Index (Sound Quality)
Driver-ear noise for Gasoline

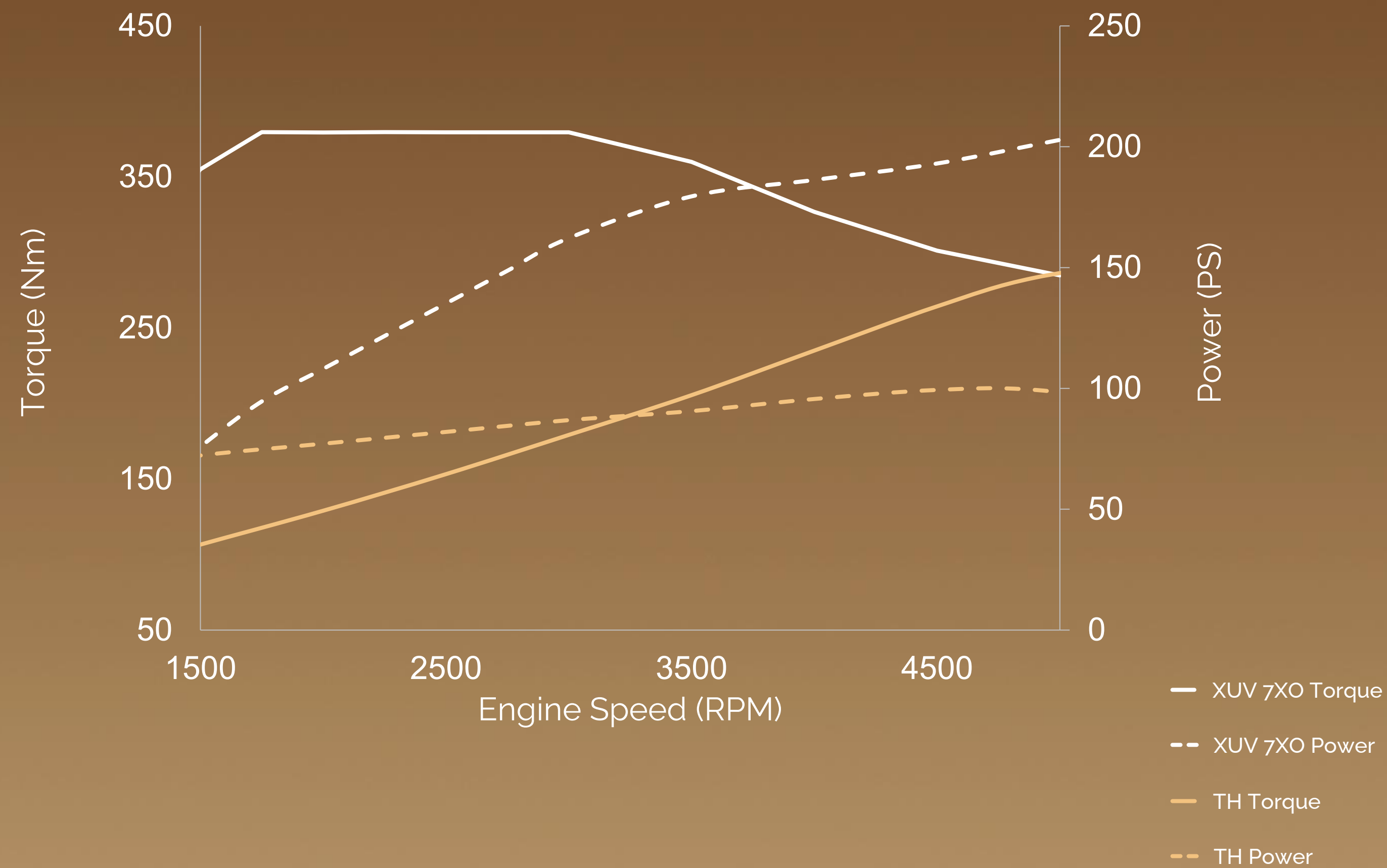


POWER THAT RULES

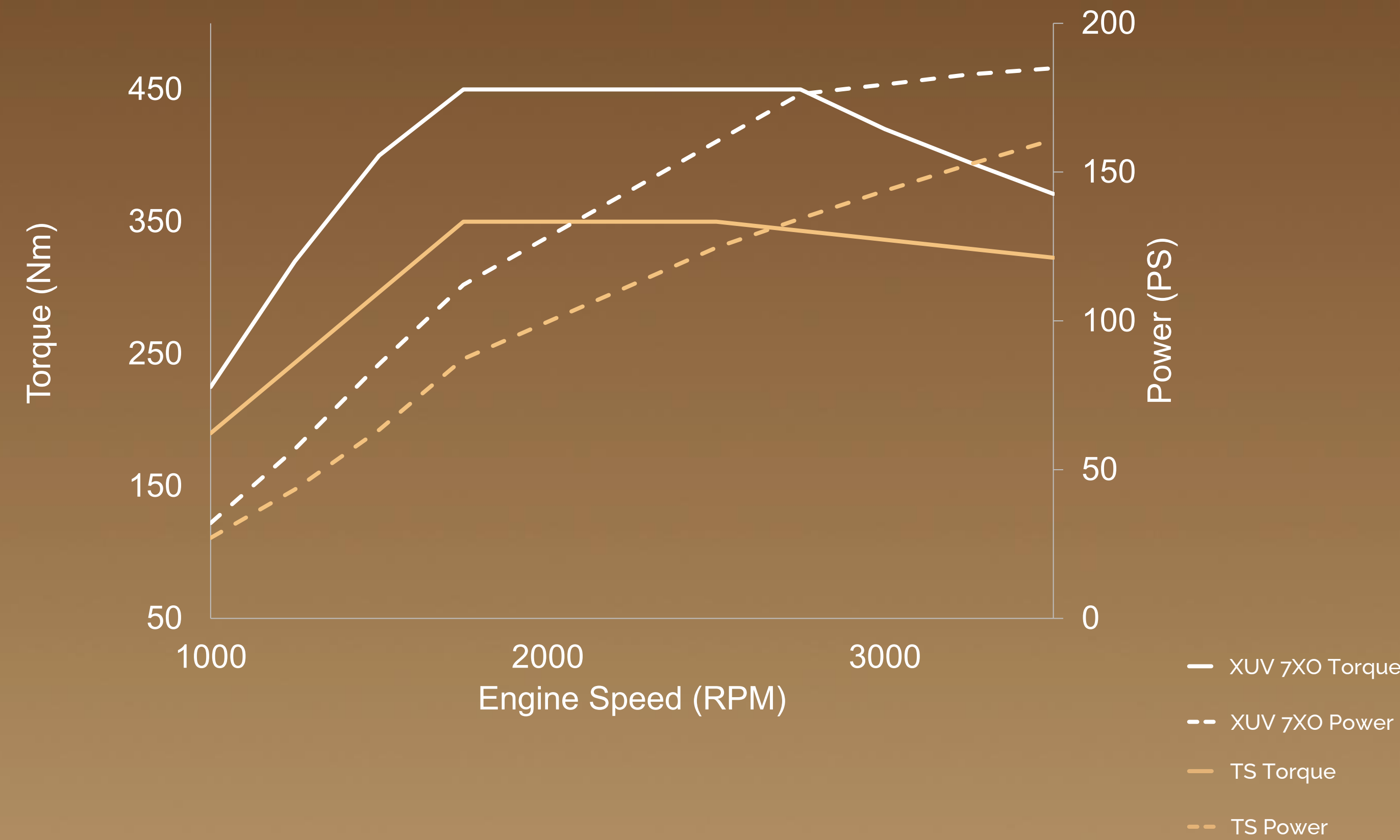
BEST IN SEGMENT

with highest power density and
lowest friction

mStallion 2.0L 4 Cylinder TGD_i Gasoline



mHawk 2.2L 4 Cylinder Diesel

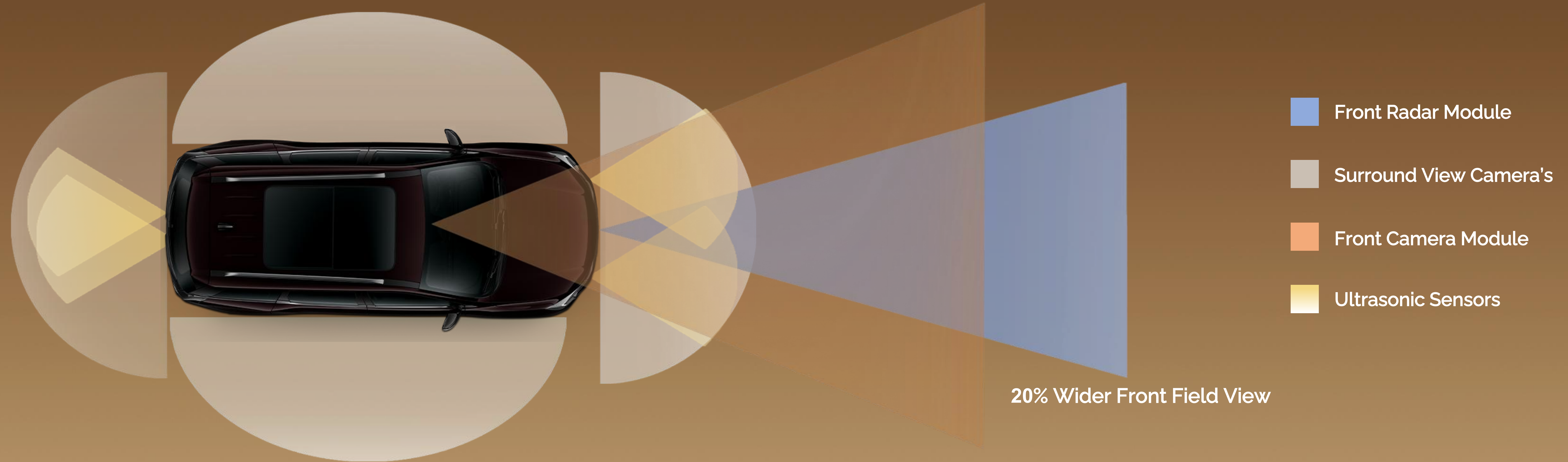


XEMPLARY SAFETY

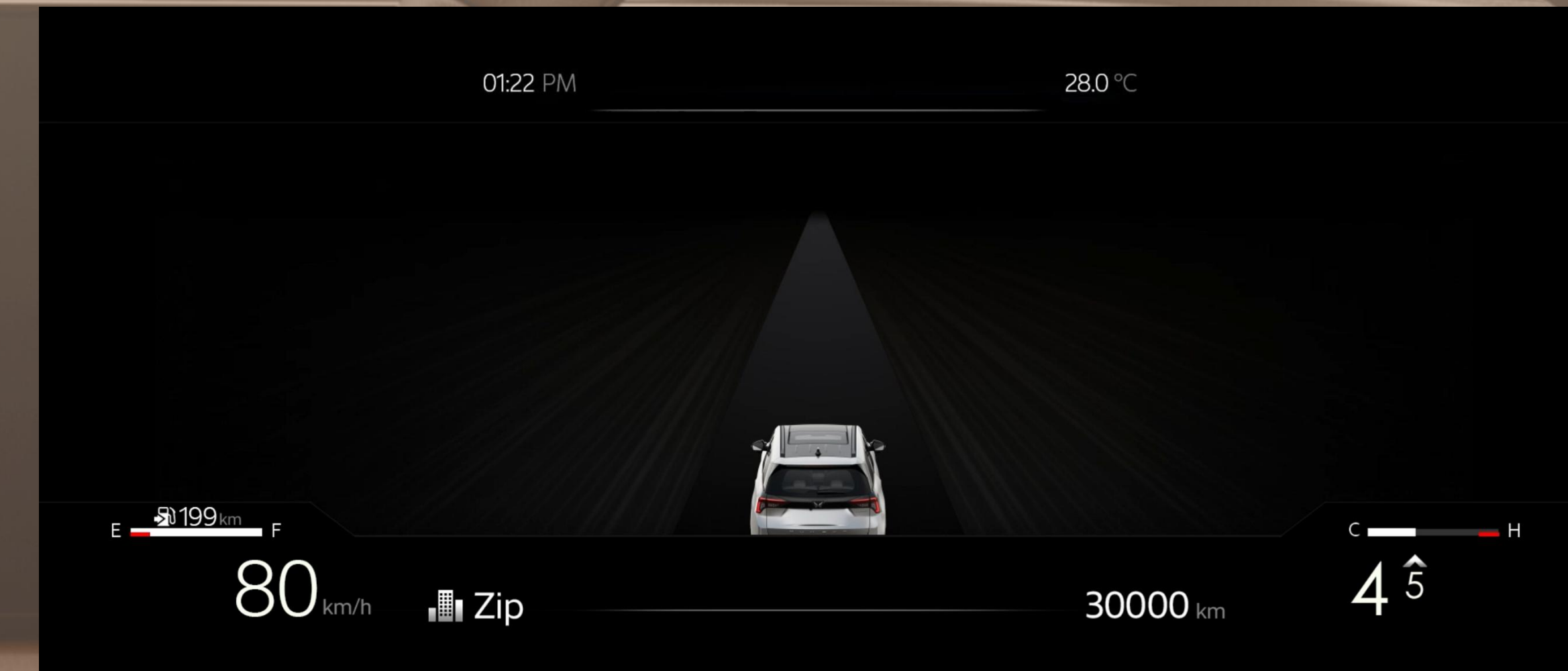
NOTHING GOES UNNOTICED

Powered by MobilEyeQ[®] 6
3.5X more computing power

Camera: 3.7X higher resolution



NOTHING GOES UNNOTICED



01:22 PM

28.0 °C

E  199 km F

80 km/h

 Zip

30000 km

C  H

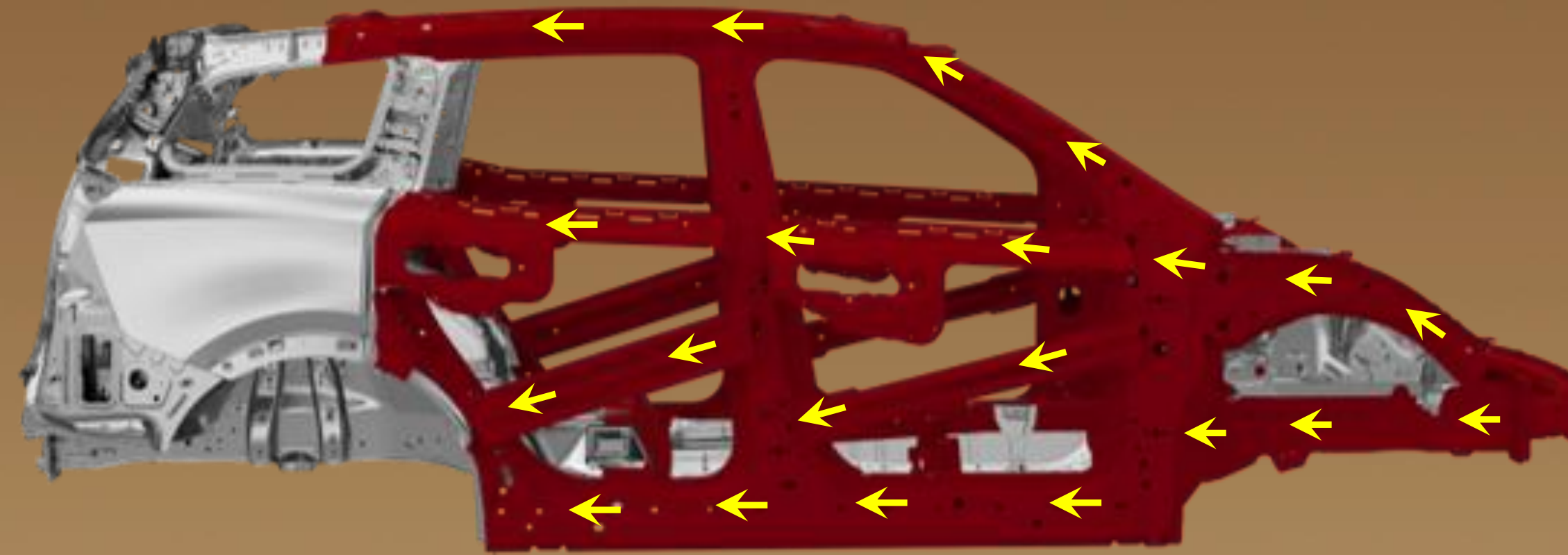
4 ⁵



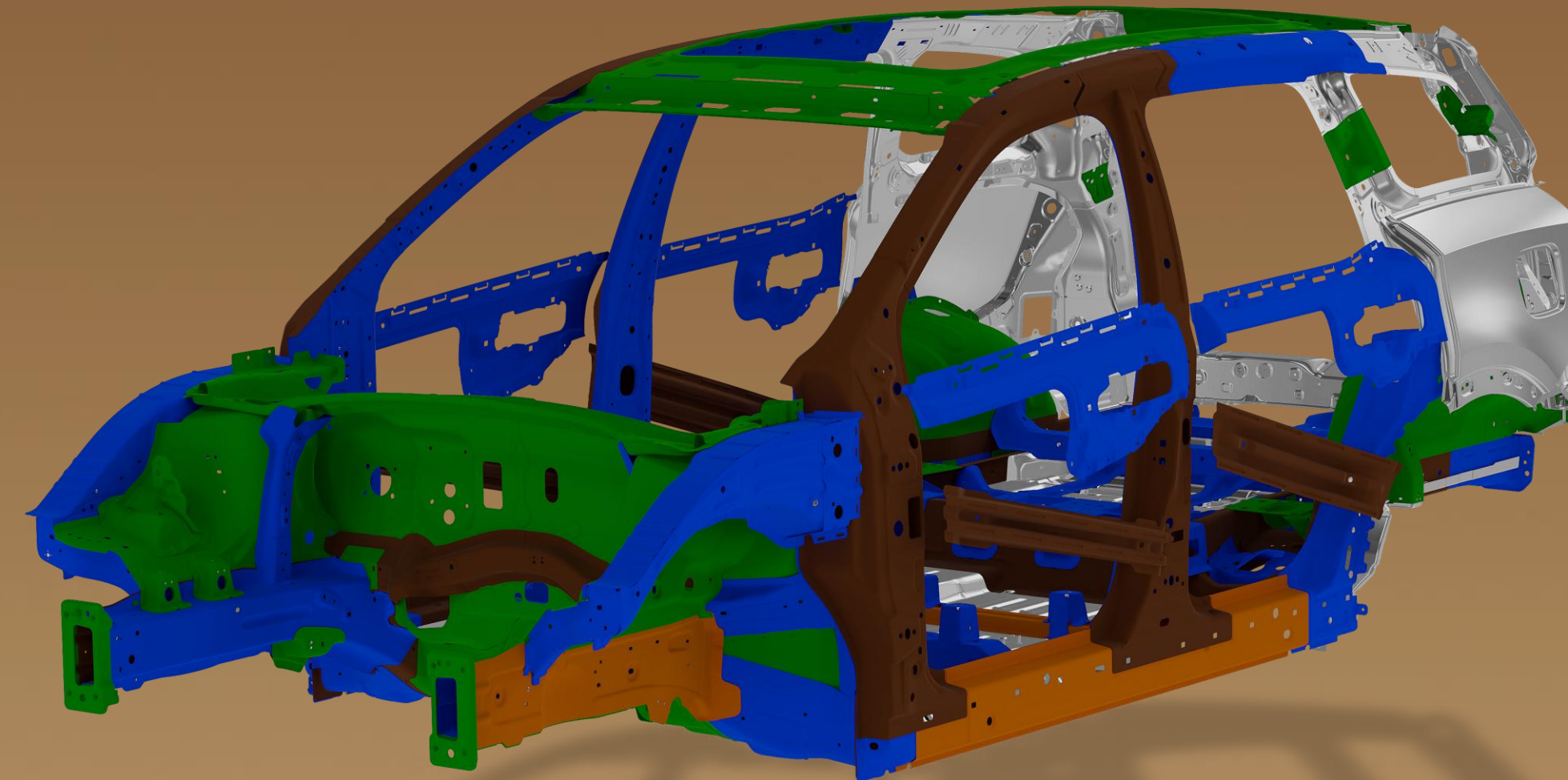
ENGINEERED FOR BNCAP 5 STAR SAFETY



Optimized crash load paths for 5 Star safety



Extensive use of advanced high strength steel



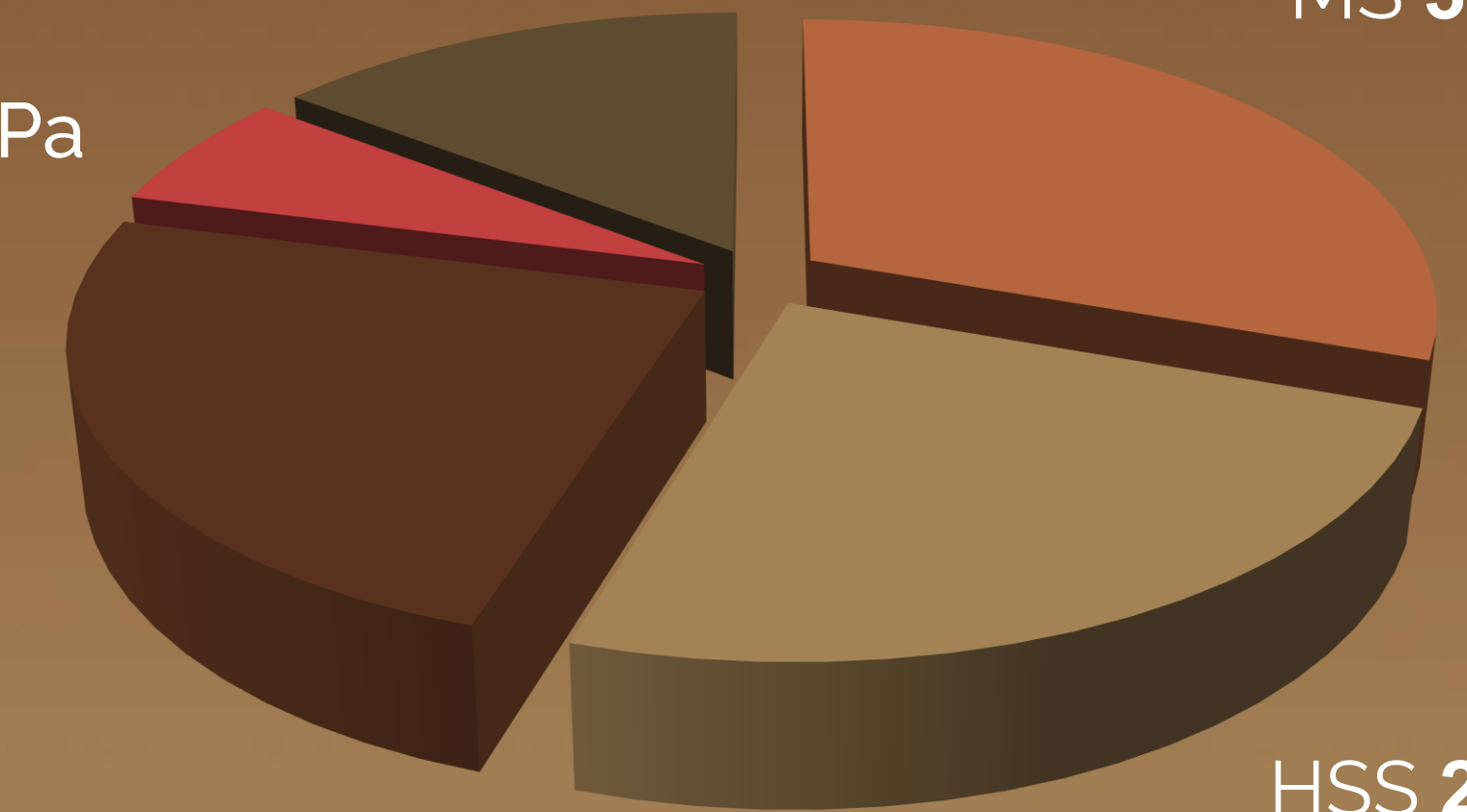
AHSS: 7%
800-1000MPa

AHSS: 24%
600-800MPa

UHSS 15%

MS 30%

HSS 24%

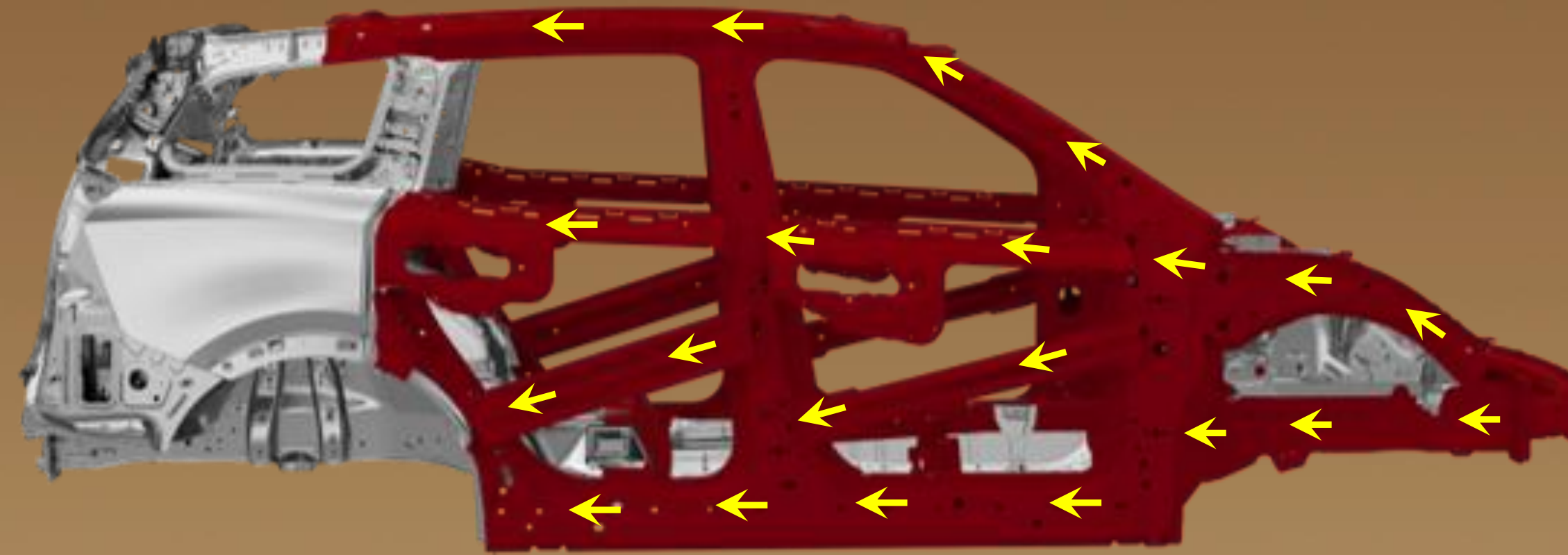


ENGINEERED FOR BNCAP 5 STAR SAFETY

★★★★★

Optimized crash load paths for 5 Star safety

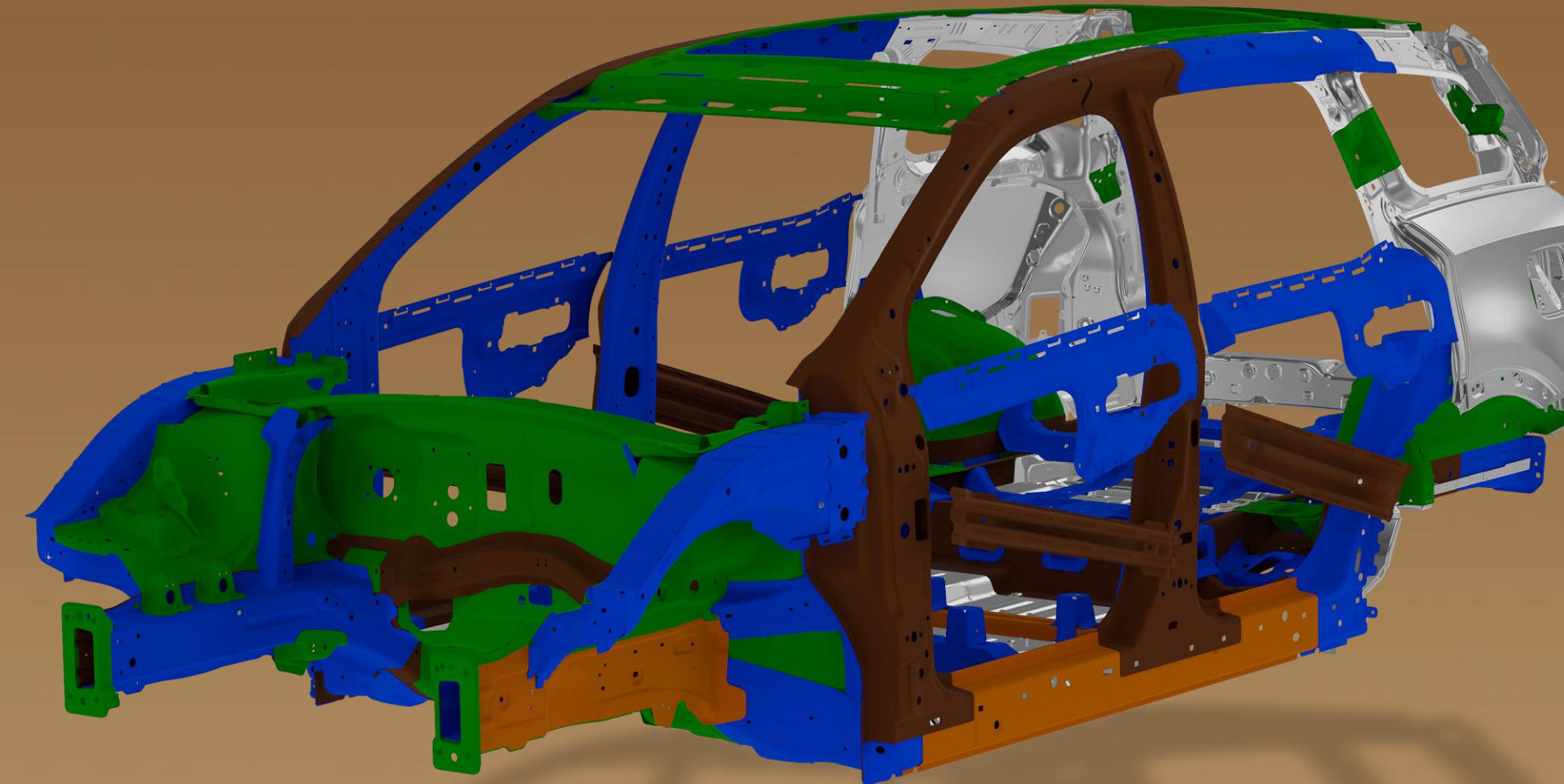
★★★★★



★★★★★

Extensive use of advanced high strength steel

★★★★★



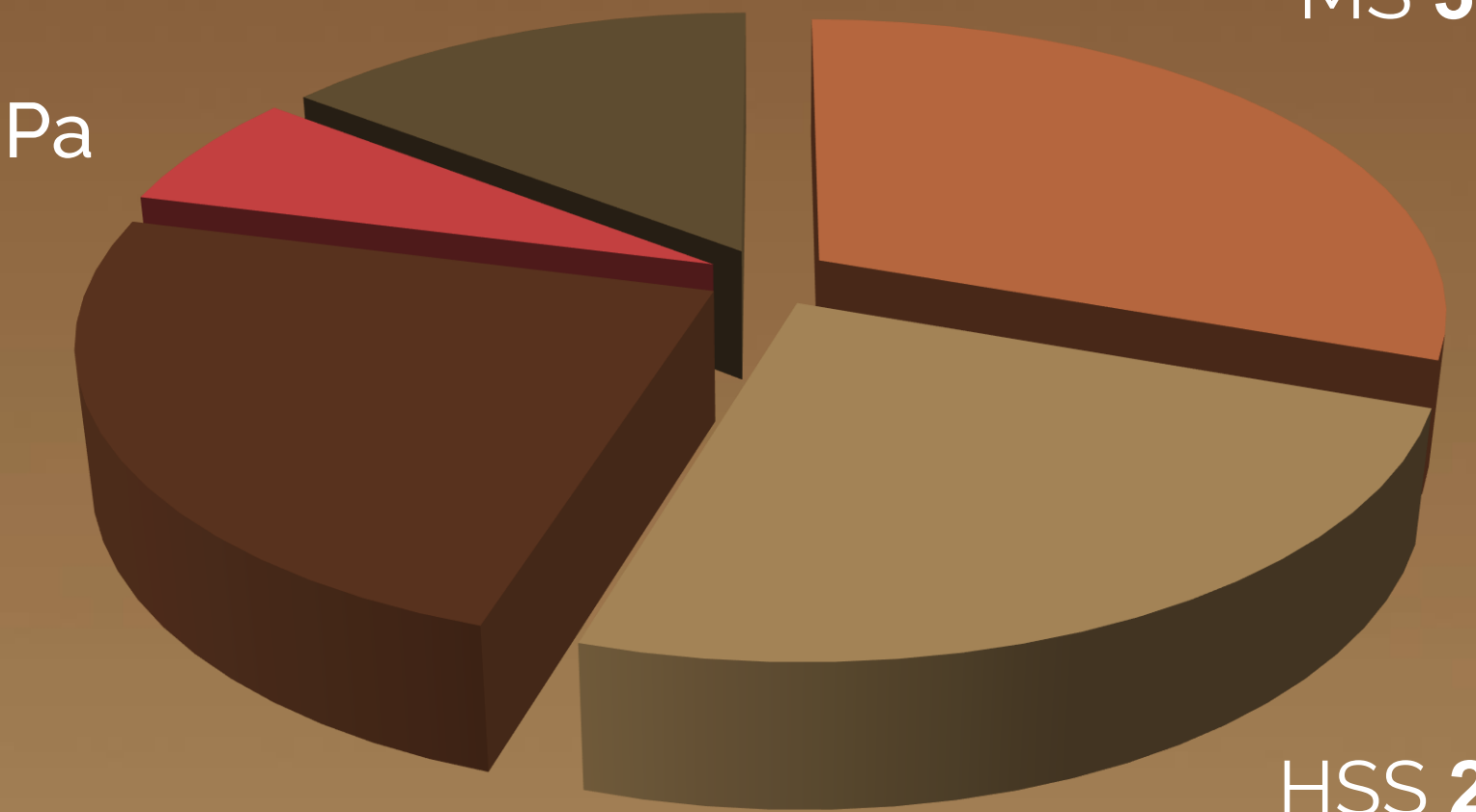
AHSS: 7%
800-1000MPa

AHSS: 24%
600-800MPa

UHSS 15%

MS 30%

HSS 24%



XPRESSIVE DESIGN

XPERIENTIAL TECH

SNAPDRAGON COCKPIT:

The High-performance compute inside your SUV

Snapdragon
Cockpit



2.5X

Processing throughput

3X

AI Compute Capability

10X

Graphics Performance

2X

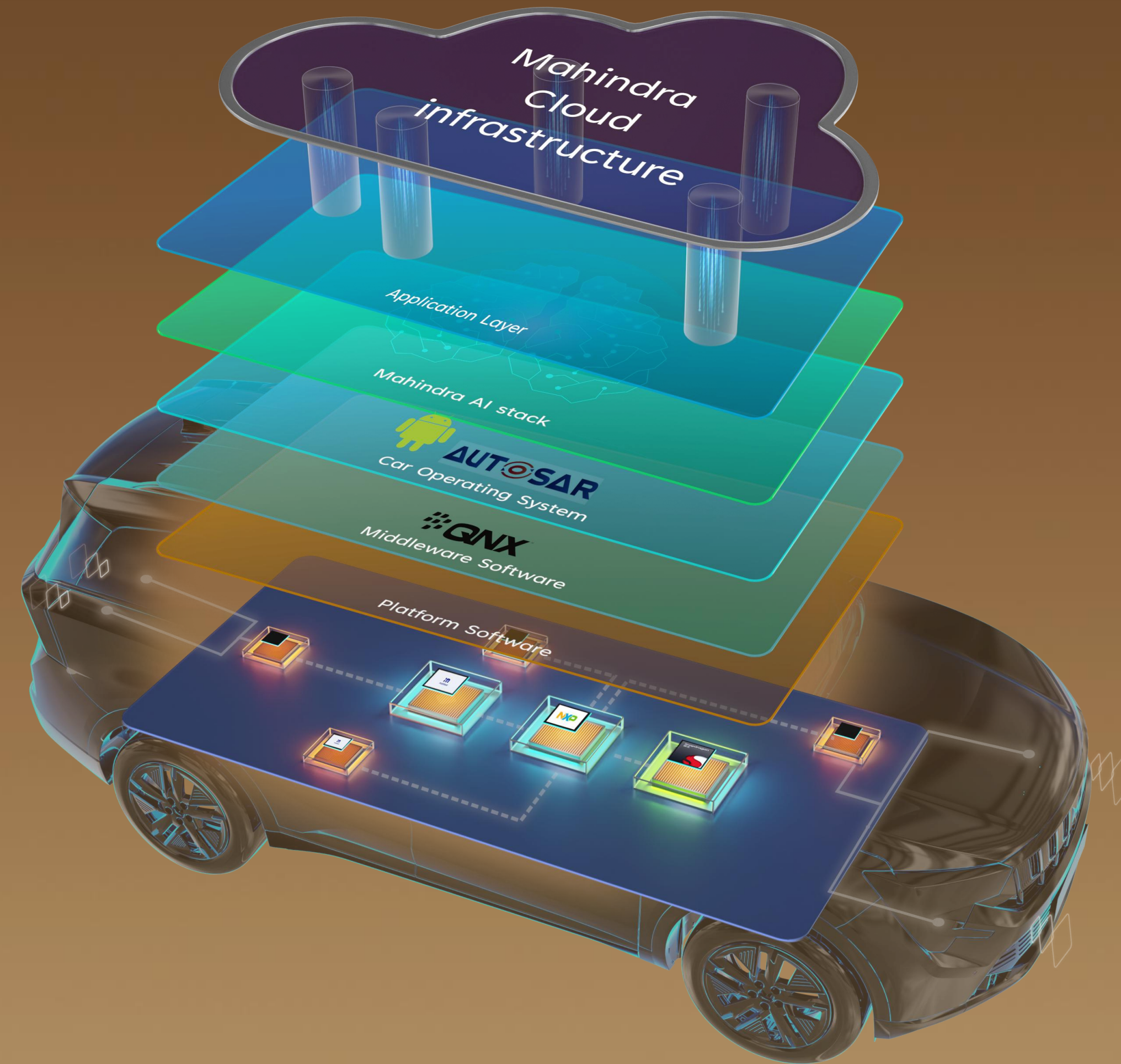
Memory & Storage

X – Denotes Superiority than XUV700



THE DIGITAL SPINE

ICE SDV – INDIA'S FIRST



State-of-the-Art Domain Architecture
with Centralized domain control

High Speed Ethernet
Backbone for real time data flow.

Full OTA across
control networks across domains

**Baked-in Cybersecurity &
Functional Safety**



CINEMA XSCAPE

Digital Horizon on the Dash



INDIA'S 1ST SUV WITH DOLBY VISION & DOLBY ATMOS

Elevate your in-car entertainment experience with the
ultravivid colors of Dolby Vision and immersive sound of Dolby Atmos



THEATRE ON-THE-GO

Spectral Balance

Spatial Envelope

16 High Performance Speakers

1400 Watts

3D Immersive

Dolby Atmos 5.1.2

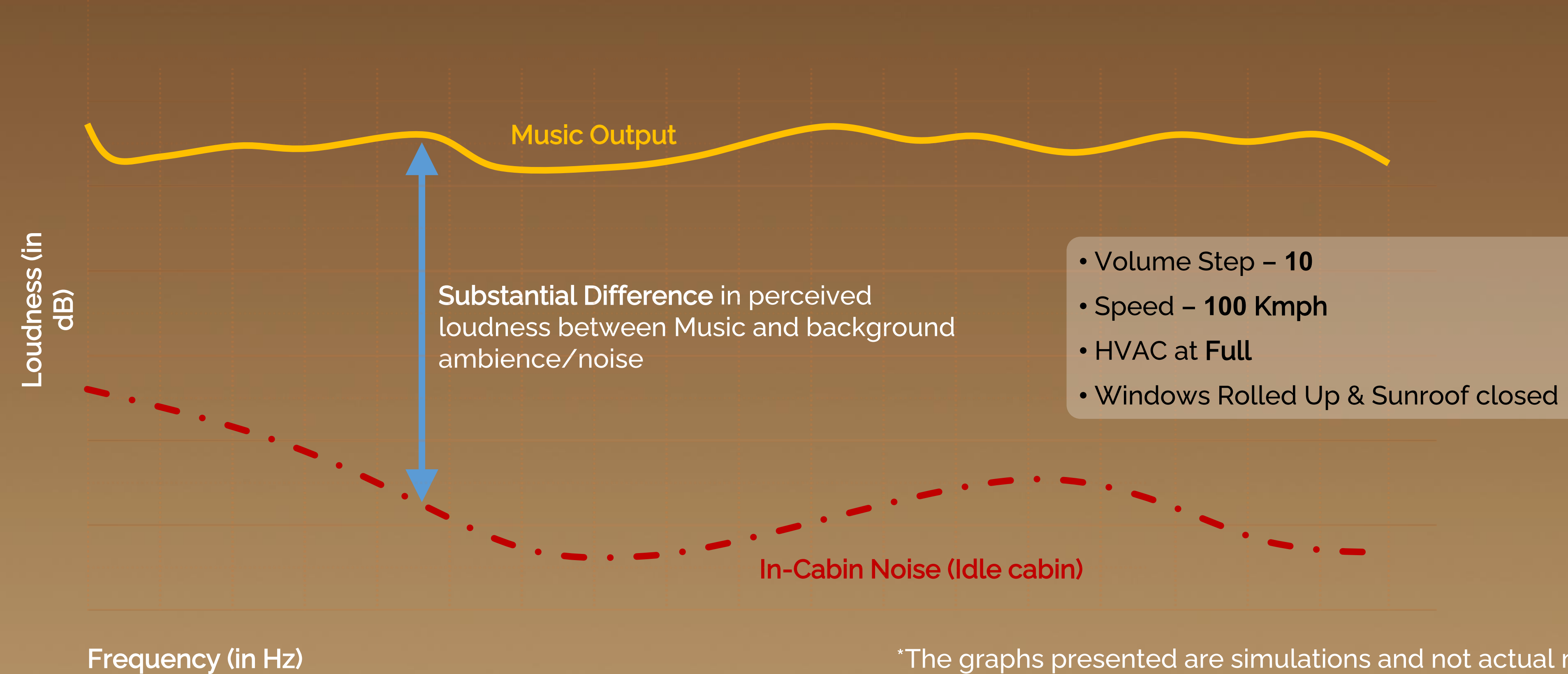
THEATRE ON-THE-GO

BEST IN CLASS IMMERSIVE EXPERIENCE,
EVEN IN THE THIRD ROW



VEHICLE NOISE COMPENSATION +

VEHICLE NOISE COMPENSATION
For Pure Audio Adjustments



*The graphs presented are simulations and not actual measured data

Uncompromised Audio Clarity

Adapts to Driving Noise

Real-time Audio tuning

VENUESCAPES



VENUESCAPES



WORK ON-THE-GO



BYOD



BOSS MODE



REAR WIRELESS CHARGING

WORK ON-THE-GO



BYOD



BOSS MODE



REAR WIRELESS CHARGING

WORK ON-THE-GO



BYOD



BOSS MODE



REAR WIRELESS CHARGING

First In India



WITH



ChatGPT

Smarter, hands-free conversations for an intuitive in-car experience



XQUISITE LUXURY



The image shows the interior of a vehicle, likely a van or SUV, with multiple rows of tan leather seats. The seats have a high-density foam construction, which is highlighted by the text. The interior is well-lit, and the seats are arranged in a way that suggests a spacious and comfortable environment. The text "HIGH DENSITY FOAM" is prominently displayed in the center of the image, emphasizing the quality of the seating material.

HIGH DENSITY FOAM

The image shows the interior of a vehicle, specifically the rear passenger area. The seats are upholstered in a light-colored, textured fabric with brown leather-like accents on the headrests and side bolsters. A central console with a brown top is visible between the seats. The background is a solid brown color, and the text "PLUSH PADS" is overlaid in the center.

PLUSH PADS

VENTILATED SEATS





A CABIN WRAPPED IN CALM

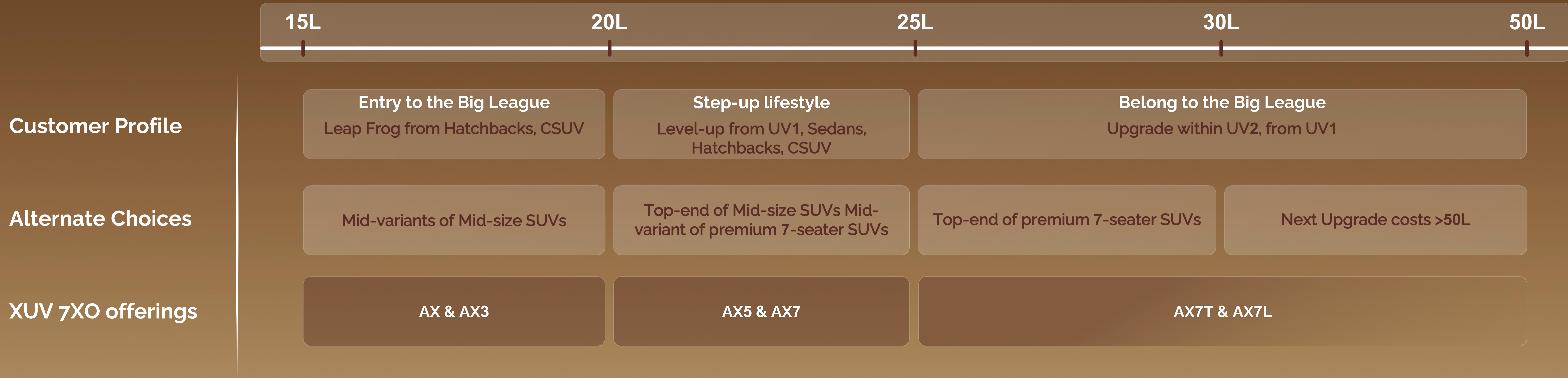
Specially engineered glass that
filters noise, solar heat and harmful UV rays

SET YOUR OWN **MOOD**



X FOR ALL

X FOR ALL



AX7

Tech & Performance

- Coast To Coast Triple 31.24 Cm Screen With BYOD
- Wireless Android Auto & Apple Carplay
- Adrenox+
- Alexa Built-in With Chatgpt
- Independent Suspension With Davinci Damping Technology

Luxury

- Leatherette Pack
- Skyrooftm
- Cruise Control
- Powered Driver Seat With Memory & Welcome Retract
- Push Button Start

Safety & Wellness

- Air Purifier With Carbon Filter
- 540 Degree Camera
- 6 Airbags With Curtain Airbags Till 3rd Row
- Digital Video Recording
- Approach Unlock & Walk Away Lock
- Blind View Monitor
- ORVM Auto Tilt On Reverse

Design

- R18 Diamond Cut Alloy
- All New Piano Black Grille
- New Bi-led Headlamps With DRL
- Roof Rails & Rear Spoiler
- Telescopic Steering

AX7

Tech & Performance

- Coast To Coast Triple 31.24 Cm Screen With BYOD
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Luxury

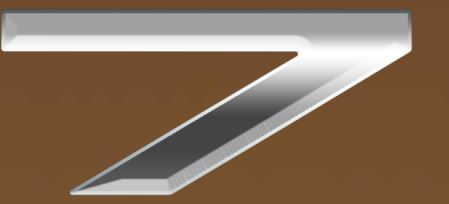
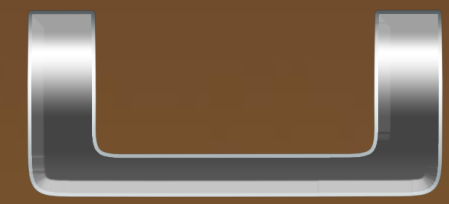
- Leatherette Pack
- Skyrooftm
- Cruise Control
- Powered Driver Seat With Memory & Welcome Retract
- Push Button Start

Safety & Wellness

- Air Purifier With Carbon Filter
- 540 Degree Camera
- 6 Airbags With Curtain Airbags Till 3rd Row
- Digital Video Recording
- Approach Unlock & Walk Away Lock
- Blind View Monitor
- ORVM Auto Tilt On Reverse

Design

- R18 Diamond Cut Alloy
- All New Piano Black Grille
- New Bi-led Headlamps With DRL
- Roof Rails & Rear Spoiler
- Telescopic Steering



AX7 DMT | EX-SHOWROOM PRICE

₹ 18.95 Lakh

AX7L

Tech & Performance

- 16 Speaker Harman Kardon Audio
- Dolby Vision And Atmos
- VenueScapes Live
- Front And Rear Wireless Charger With Active Cooling

Luxury

- Ultra-comfort HD Foam And Plush Pads
- Ventilated Front And Rear Seats
- 6-way Co-driver Power Seat With BOSS Mode
- Multi-zone Ambient Lights
- Electric Smart Door Handle

Safety & Wellness

- Level 2 ADAS With Sense+
- ADAS Visualisation
- Adaptive Cruise Control
- Driver Drowsiness Detection
- Headlamp Booster
- 7 Airbags
- Frameless Auto Dimming IRVM
- Electronic Parking Brake

Design

- R19 Alloys
- Ice Cube Fog Lamps & Cornering Lamps
- Front & Rear LED Sequential Turn Indicators

AX7L

Tech & Performance

- 16 Speaker Harman Kardon Audio
- Dolby Vision And Atmos
- VenueScapes Live
- Front And Rear Wireless Charger With Active Cooling

Luxury

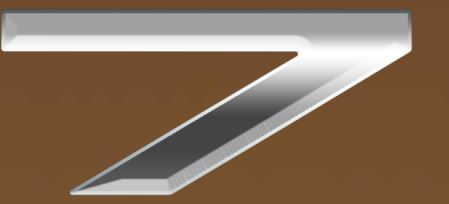
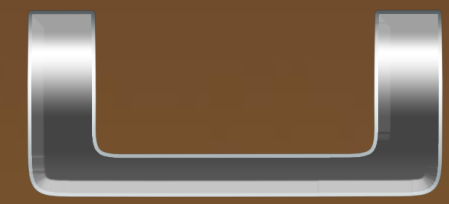
- Ultra-comfort HD Foam And Plush Pads
- Ventilated Front And Rear Seats
- 6-way Co-driver Power Seat With BOSS Mode
- Multi-zone Ambient Lights
- Electric Smart Door Handle

Safety & Wellness

- Level 2 ADAS With Sense+
- ADAS Visualisation
- Adaptive Cruise Control
- Driver Drowsiness Detection
- Headlamp Booster
- 7 Airbags
- Frameless Auto Dimming IRVM
- Electronic Parking Brake

Design

- R19 Alloys
- Ice Cube Fog Lamps & Cornering Lamps
- Front & Rear LED Sequential Turn Indicators



AX7L DMT | EX-SHOWROOM PRICE

₹ 22.47 Lakh

AX – X FOR ALL

- New Bi-LED projector Headlamp with DRL

- Push Button Start/ Stop

- Cruise Control

- 75+ Safety features

- 6 Airbags with Curtain Airbags till 3rd Row

- Electronic Stability Control (ESC) with 17 Features

- Wireless Android Auto & Apple CarPlay

- Smart Watch Connectivity

- Alexa Built-in with ChatGPT

COAST TO COAST TRIPLE 31.24cm SCREEN



EX-SHOWROOM PRICE

AX GMT

₹ 13.66 Lakh

AX DMT

₹ 14.96 Lakh

POWER OF **X** GOES LIVE

Test Drive Open

08 January, 2026

Deliveries Start

14 January, 2026 – (AX7, AX7T, AX7L)
Starting with Pre-Booked Customers

Bookings Open

14 January, 2026

April, 2026 – (AX, AX3, AX5)