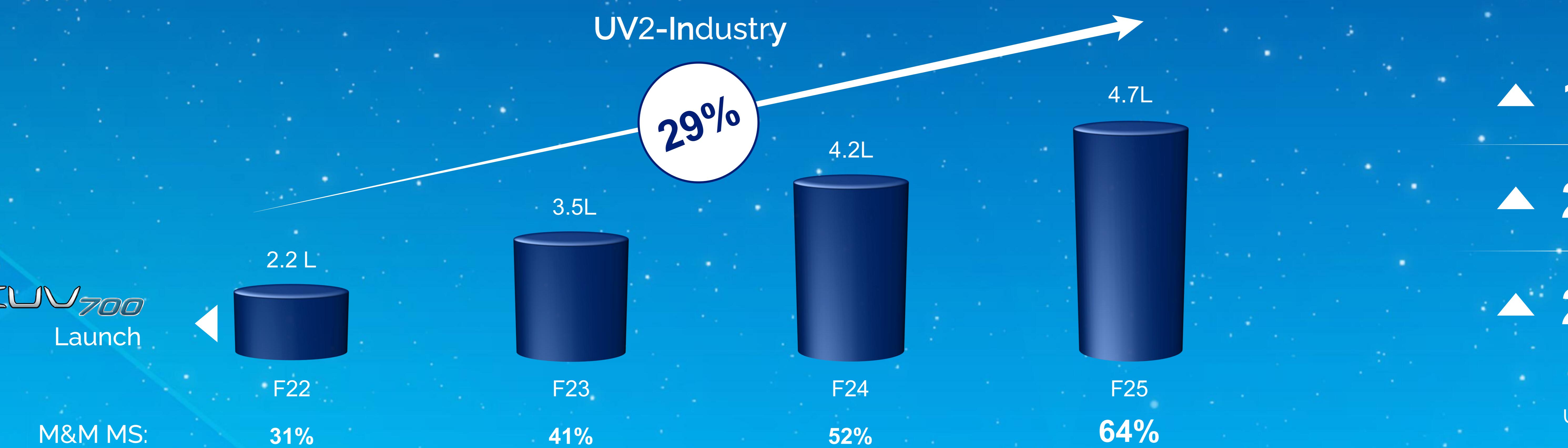


THROWBACK TO **2021**

# DRIVEN BY MAHINDRA, LED BY XUV<sub>700</sub>



▲ 1.1% UV2 CAGR(F15-F19)

▲ 29% UV2 CAGR(F22-F25)

▲ 23% SUV CAGR(F22-F25)

UV2 SAM Definition: Length between 440 - 4700 mm & Price < 20 Lakhs

ADMIRE. LOVED. CELEBRATED.

40+  
Accolades & Awards



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

\* >4.1 Meters  
Since launch basis Ex-showroom rate (ESR)

xcuv700

xcuv700

CHAMPIONS NEVER REST





7 X O

LU**X**  
RIDE

**X**EMPLARY  
SAFETY

**X**PRESSIVE  
DESIGN

**X**PERIENTIAL  
TECH

**X**QUISITE  
LUXURY

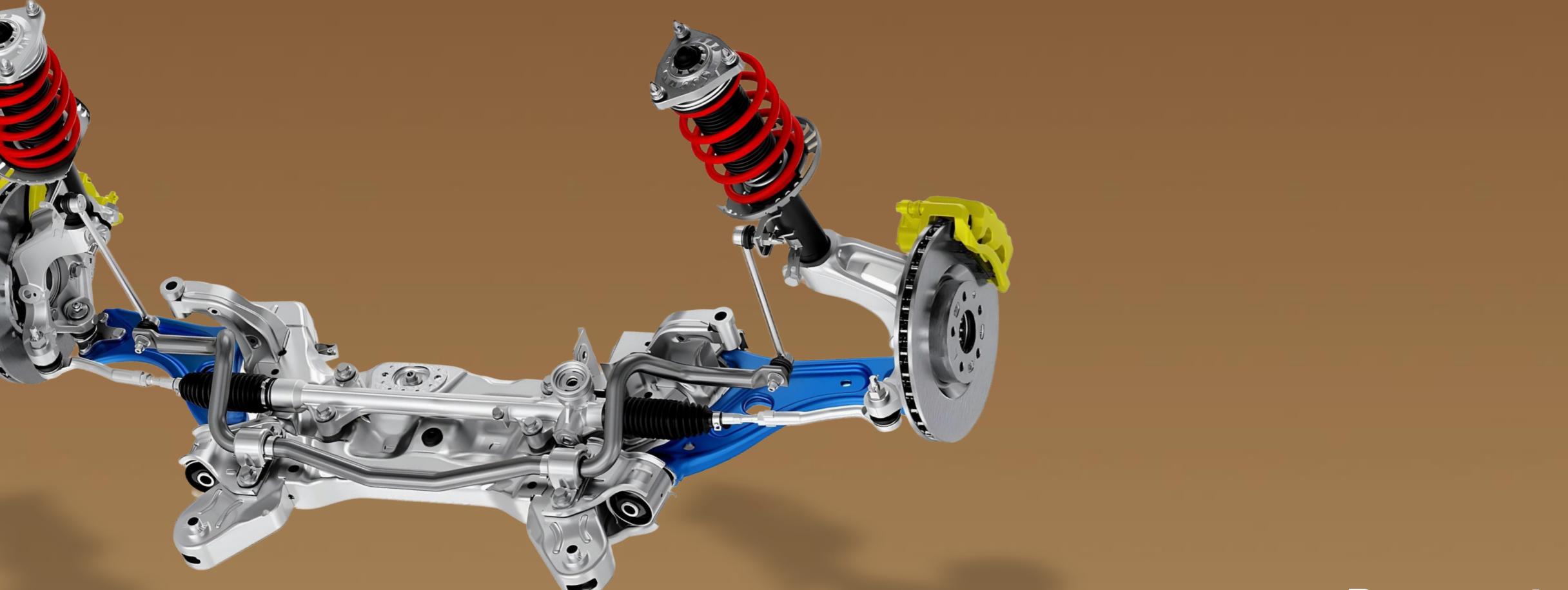
**X**FOR  
ALL

**X**CEPTIONAL  
VALUE

LUX RIDE

# FIRST IN THE WORLD DAVINCI DAMPER

McPherson Strut Front Suspension  
Excellent Ride Comfort And  
Precise Handling Performance



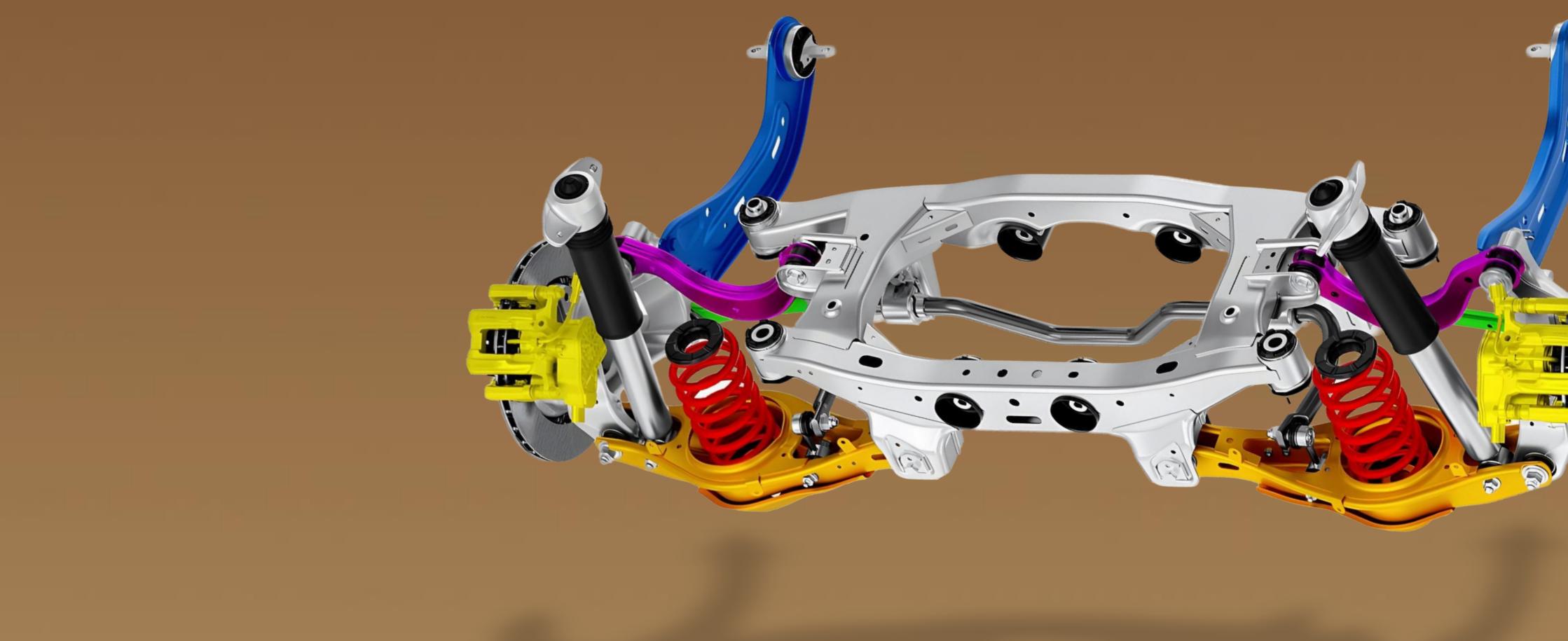
DCx Piston Valve  
First In The World



Advanced Hydraulic  
Rebound Stopper



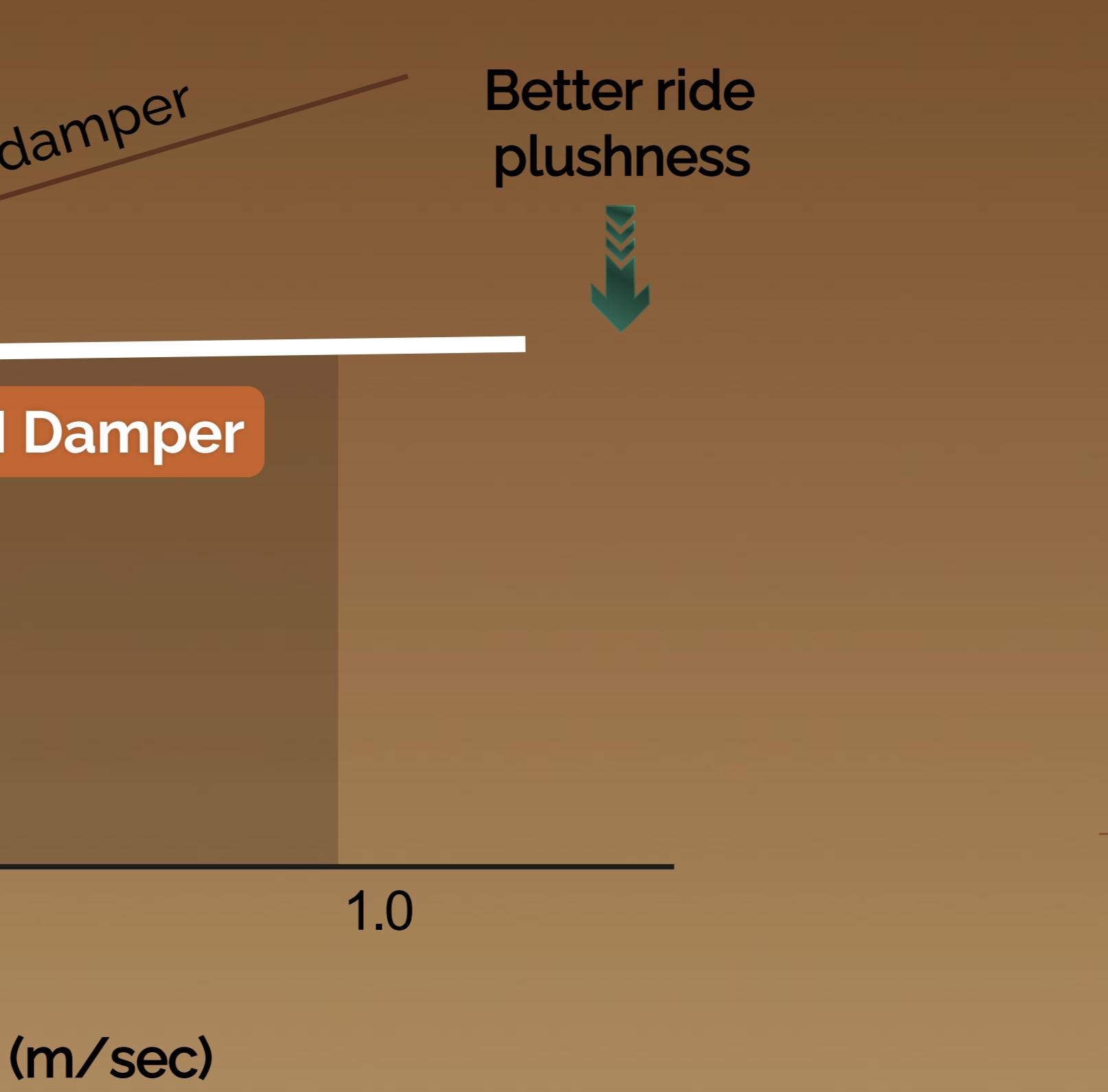
MultiLink Rear Suspension With Control Blade  
Better Longitudinal Compliance And  
Lateral Stiffness



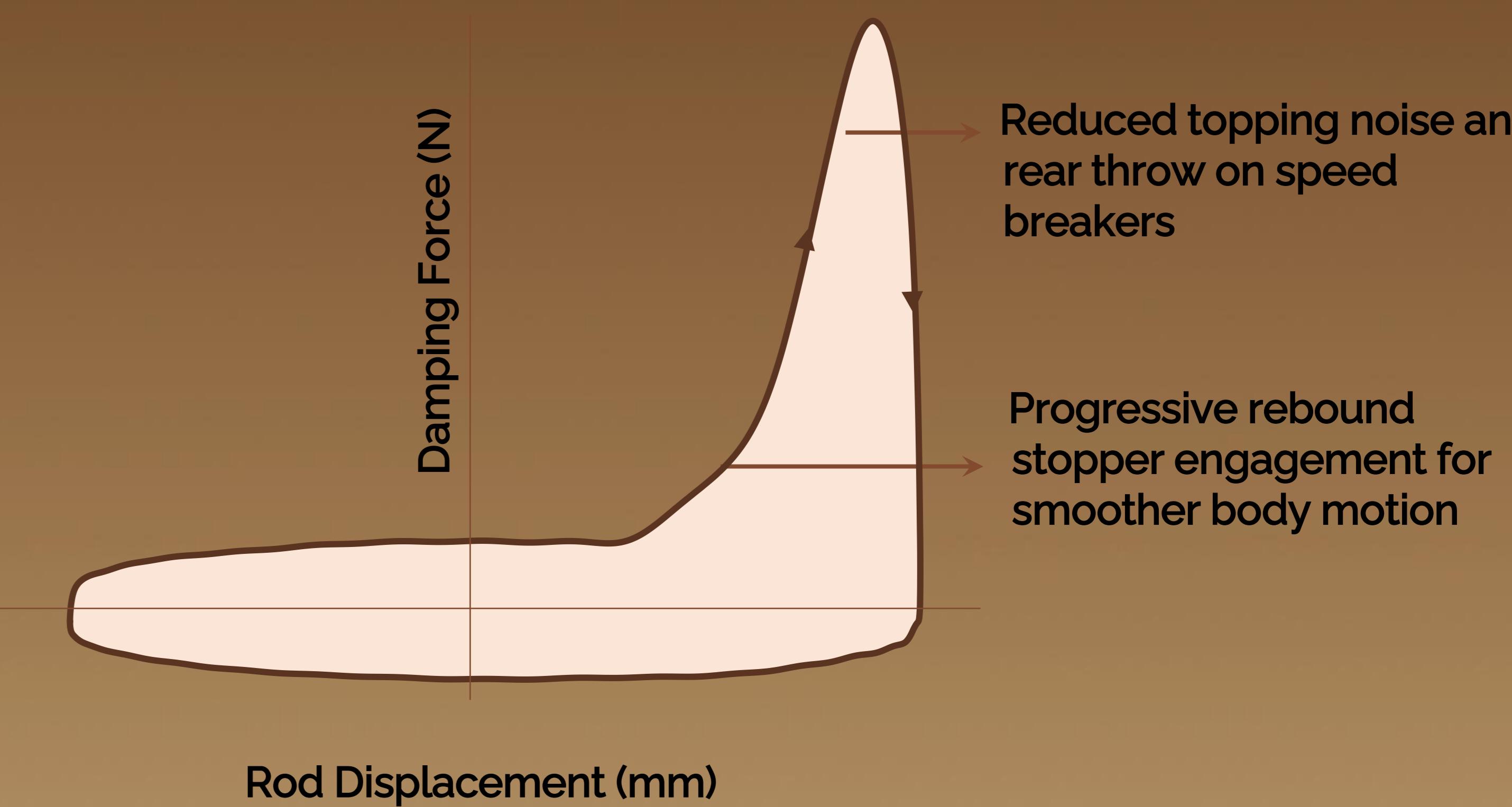
Parameter	XUV 7XO	TS	TH	SK
<b>Front Suspension</b>	McPherson	McPherson	McPherson	McPherson
<b>Rear Suspension</b>	<b>Multilink</b>	Twist blade with Panhard rod	Twist Beam	<b>Multilink</b>

# UNPARALLELED DAMPING PERFORMANCE

DAVINCI Damper Technology  
(First in the World)

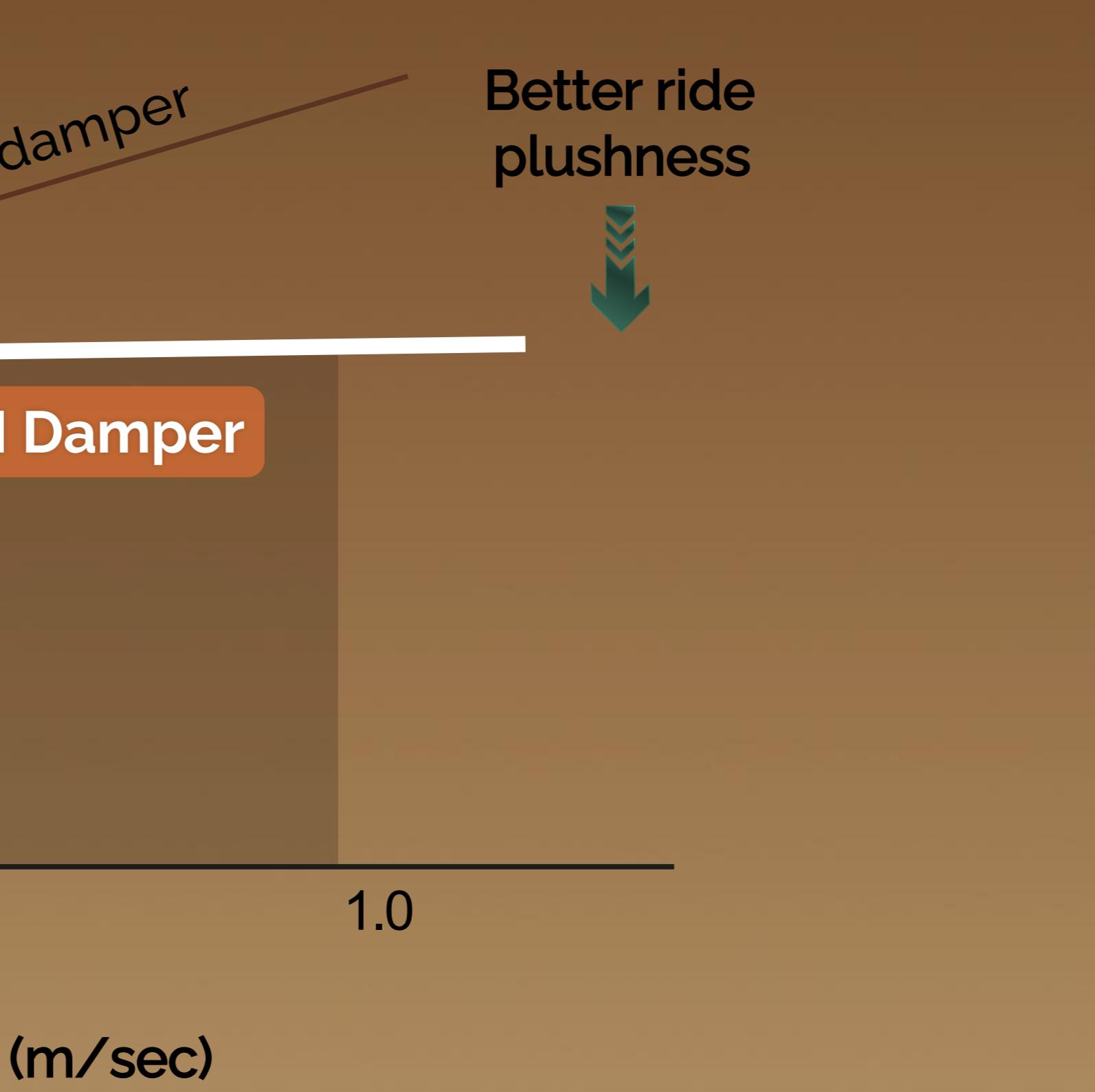


Advanced Hydraulic Rebound Stopper  
(First in Segment)

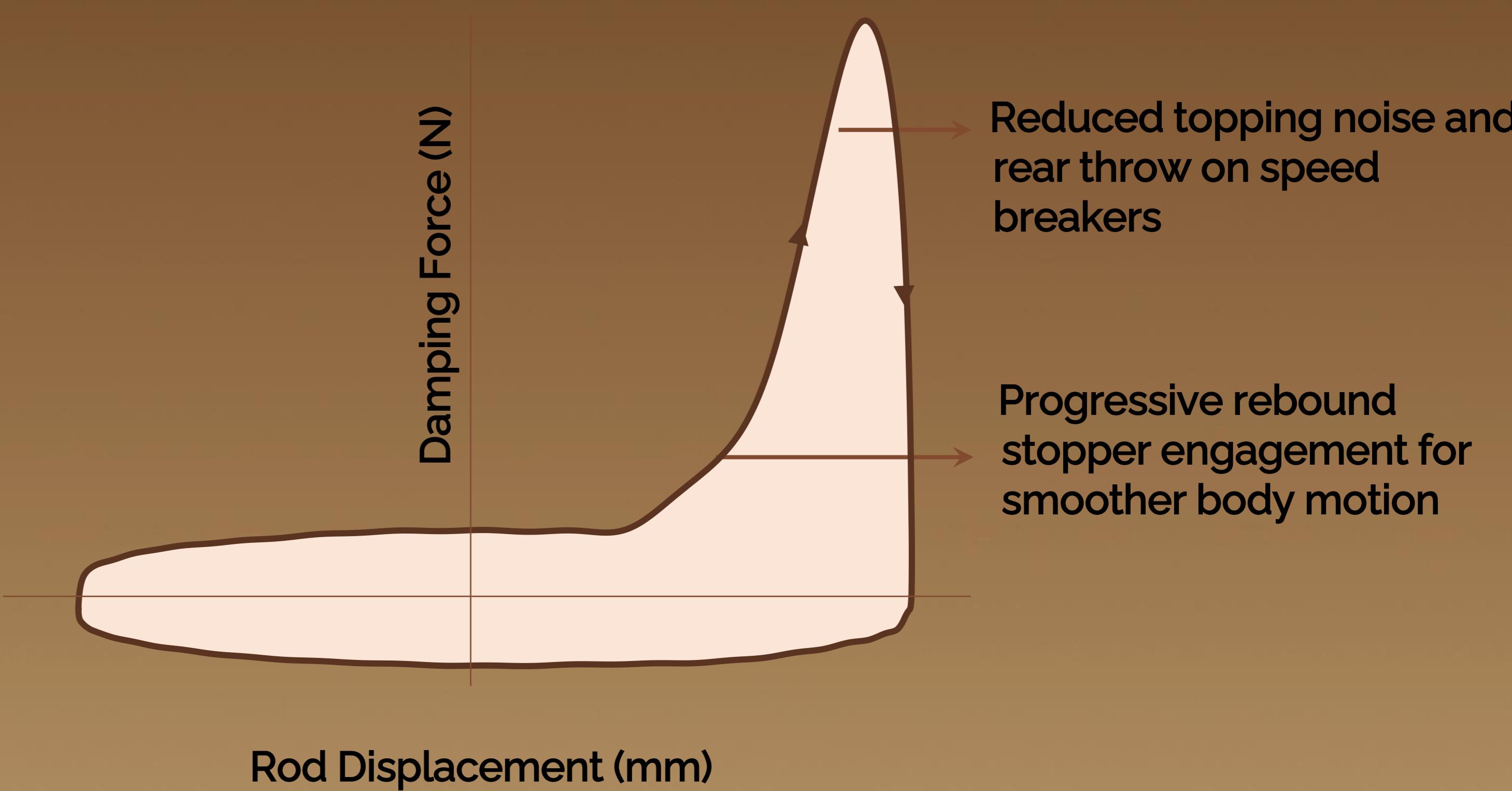


# UNPARALLELED DAMPING PERFORMANCE

DAVINCI Damper Technology  
(First in the World)



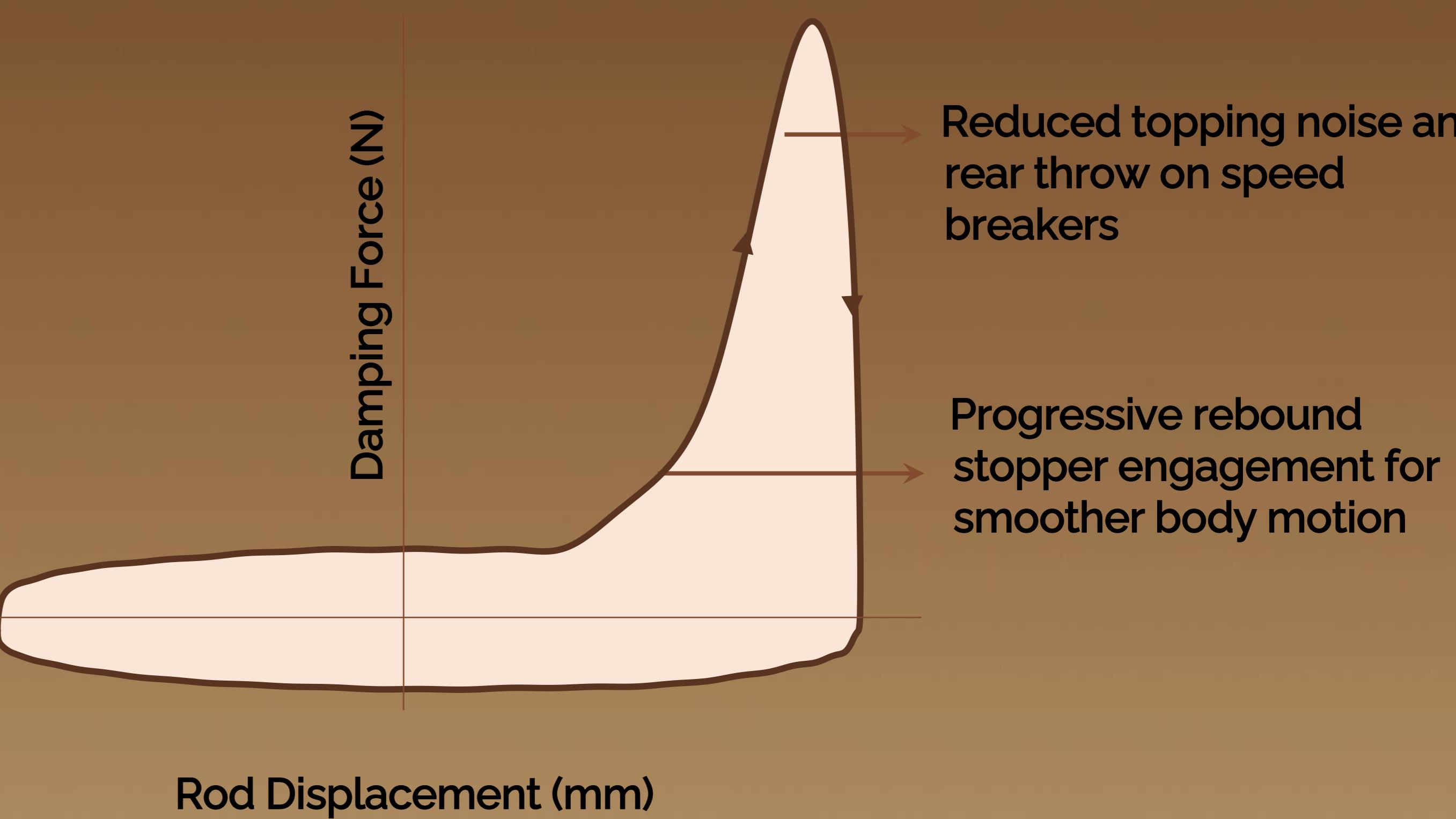
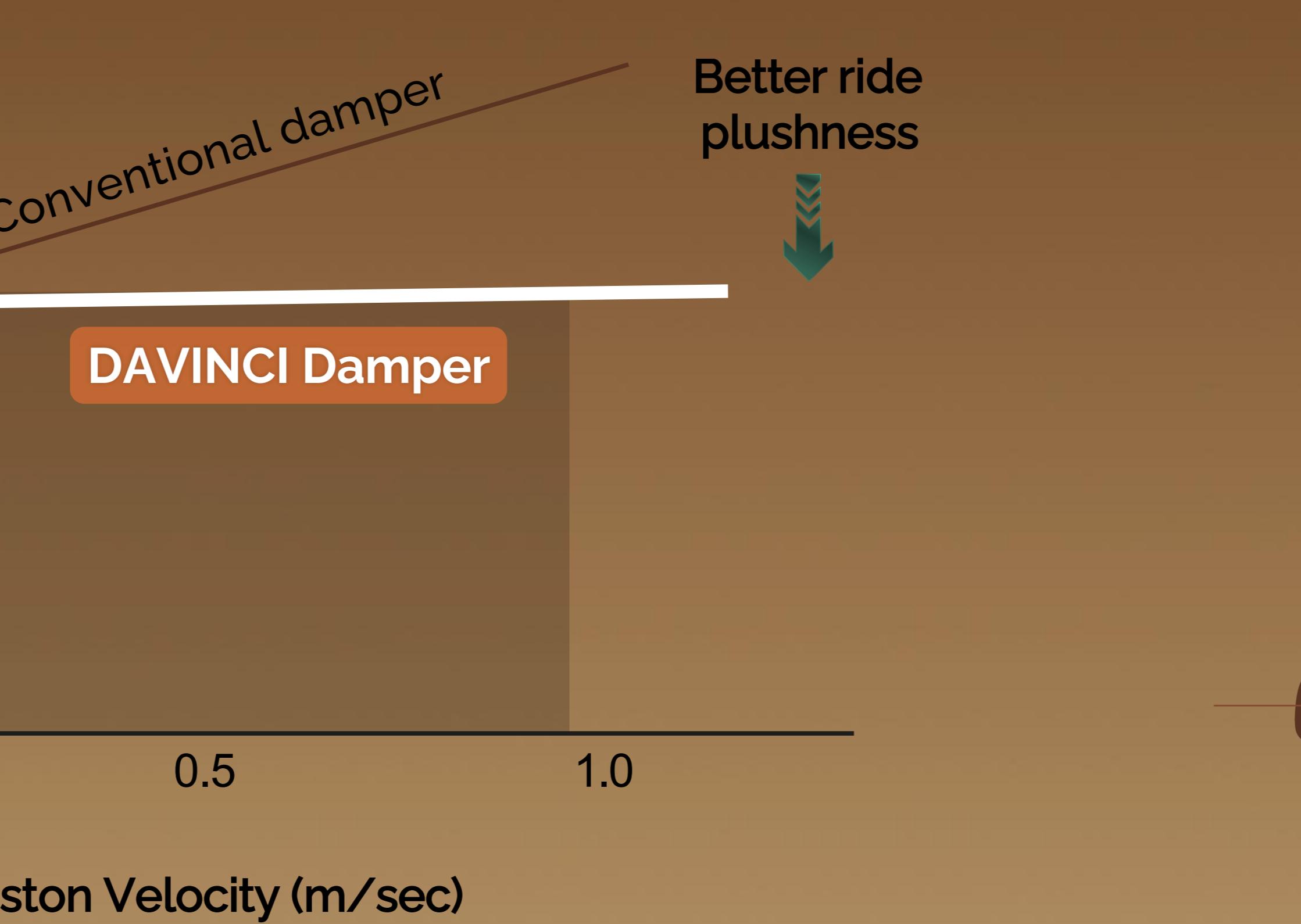
Advanced Hydraulic Rebound Stopper  
(First in Segment)



# UNPARALLELED DAMPING PERFORMANCE

DAVINCI Damper Technology  
(First in the World)

Advanced Hydraulic Rebound Stopper  
(First in Segment)



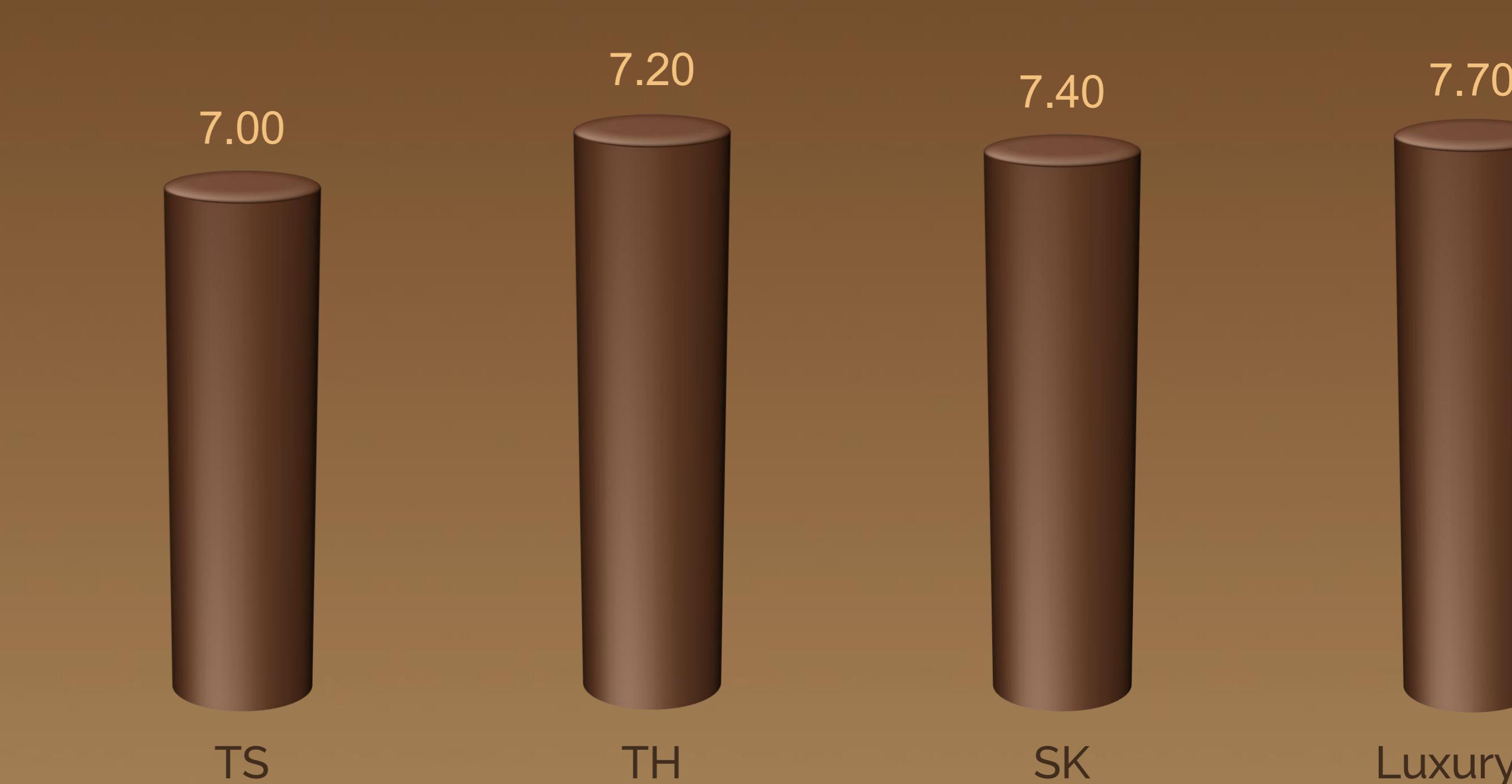
# BEST IN CLASS VEHICLE DYNAMICS

Ride comfort

Ease of use

Handling

Fun to drive

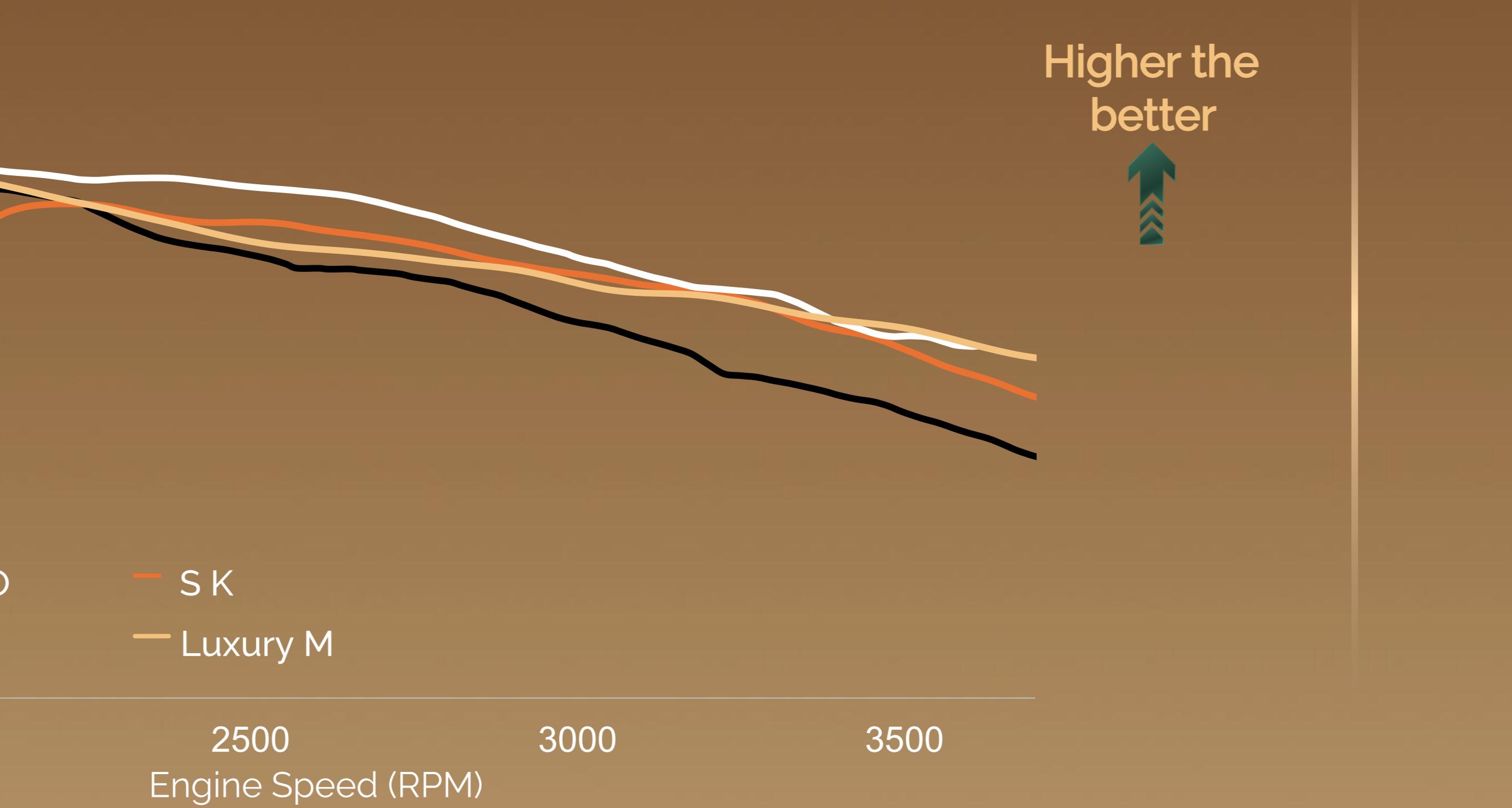


Overall vehicle dynamics : internal evaluation

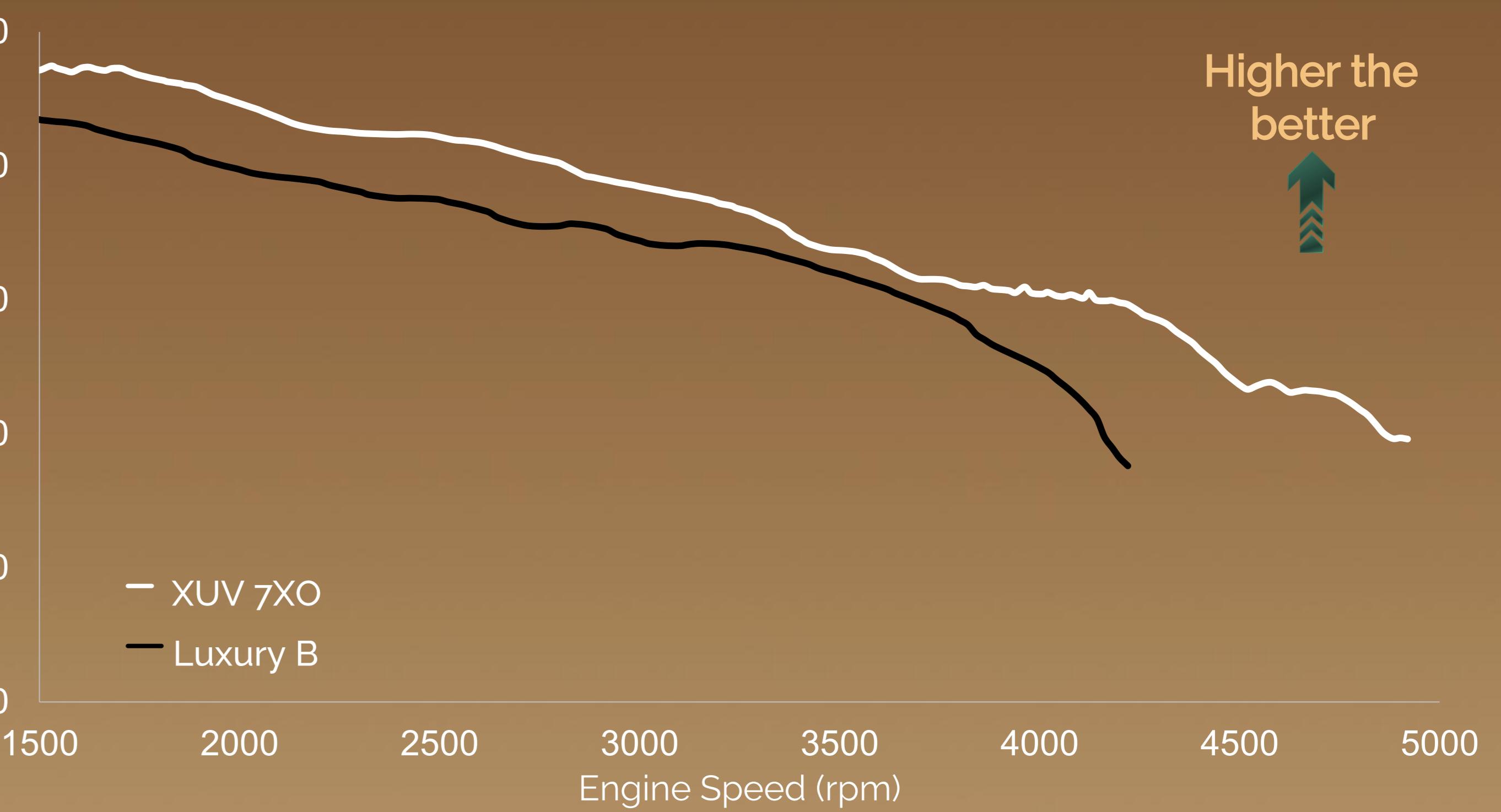
# SILENCE YOU CAN HEAR

Lowest noise levels in Diesel  
and Gasoline

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



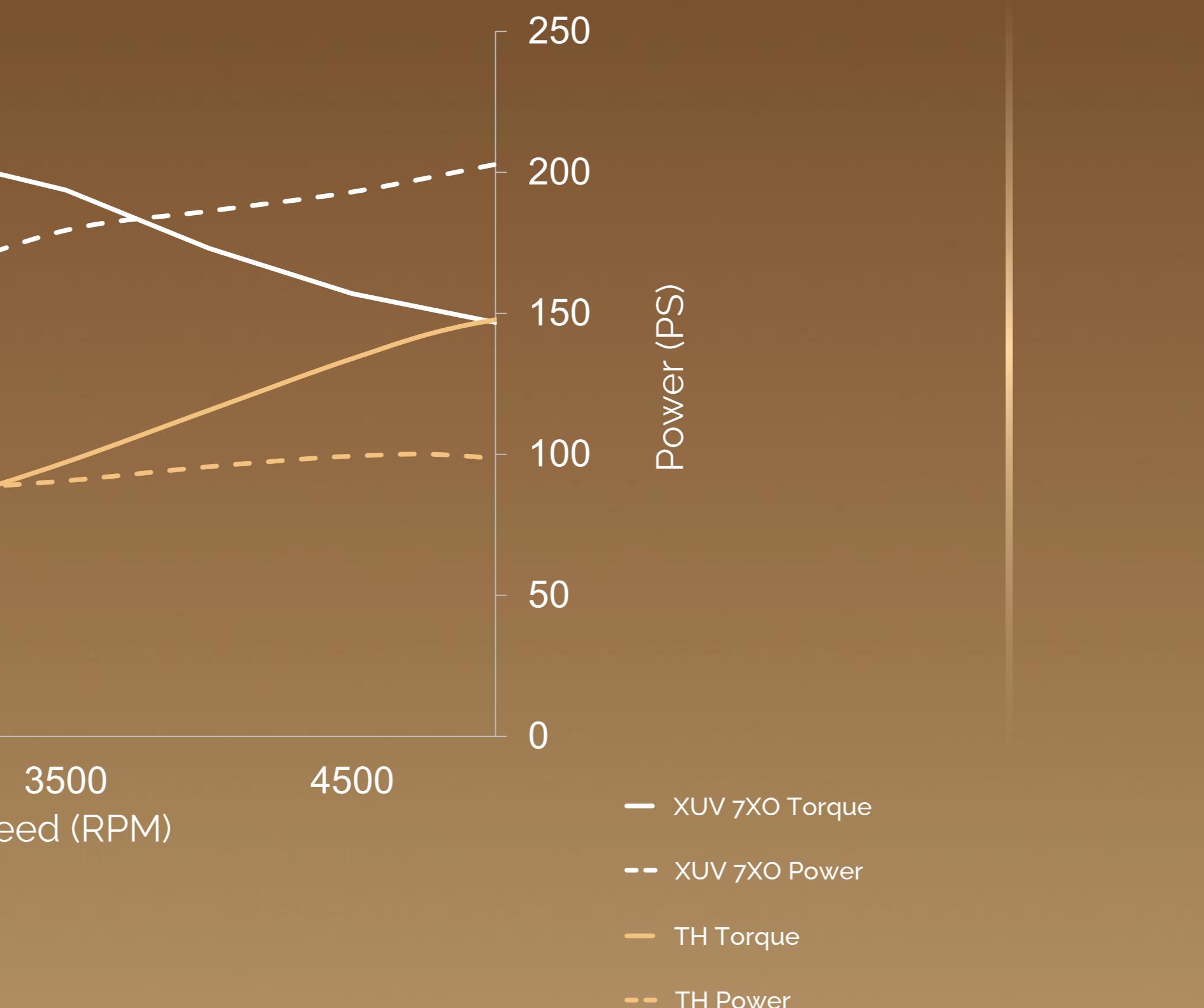
Articulation Index (Sound Quality)  
Driver-ear noise for Gasoline



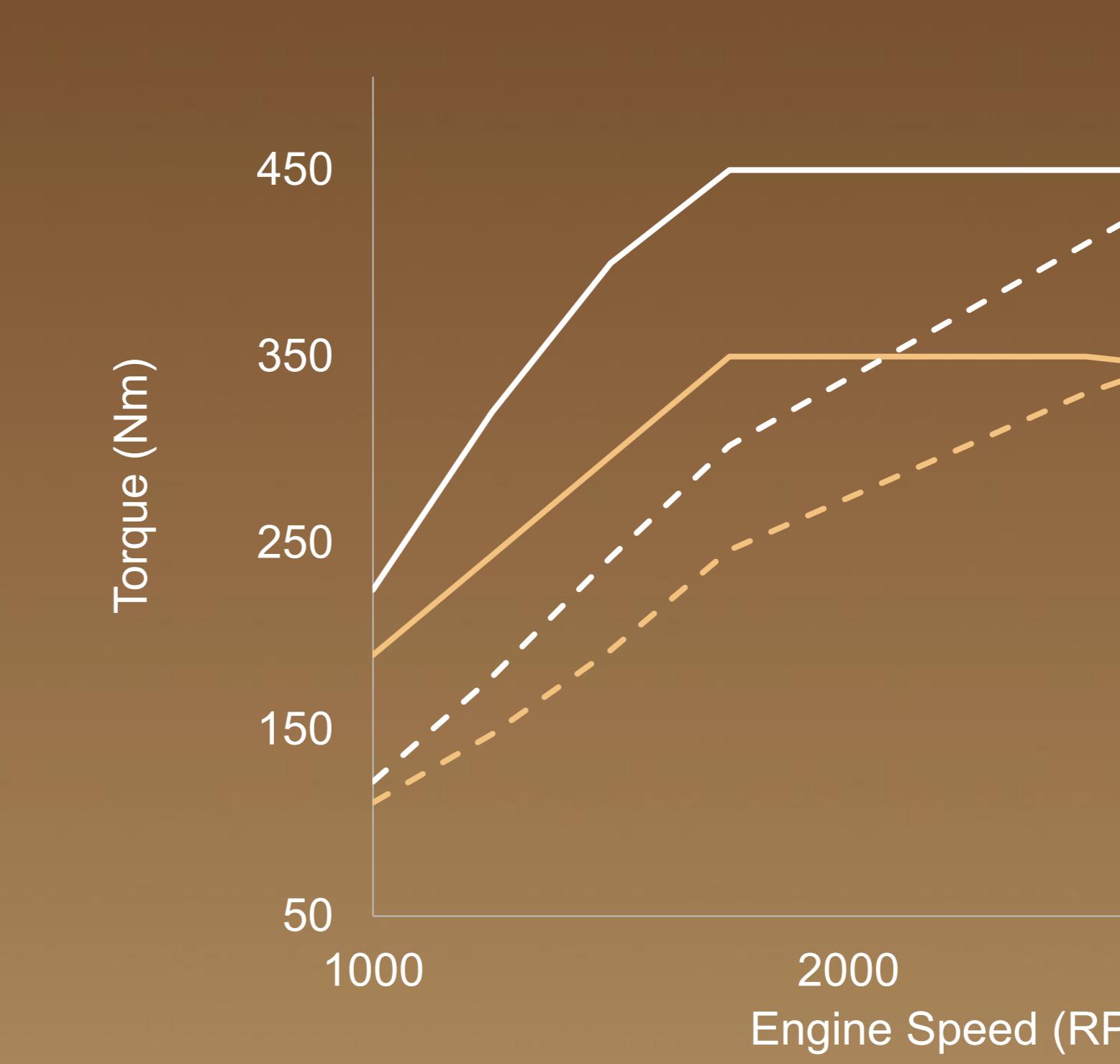
# POWER THAT RULES

BEST IN SEGMENT  
with highest power density and  
lowest friction

mStallion 2.0L 4 Cylinder TGDi Gasoline



mHawk 2.2L 4 Cylinder Diesel



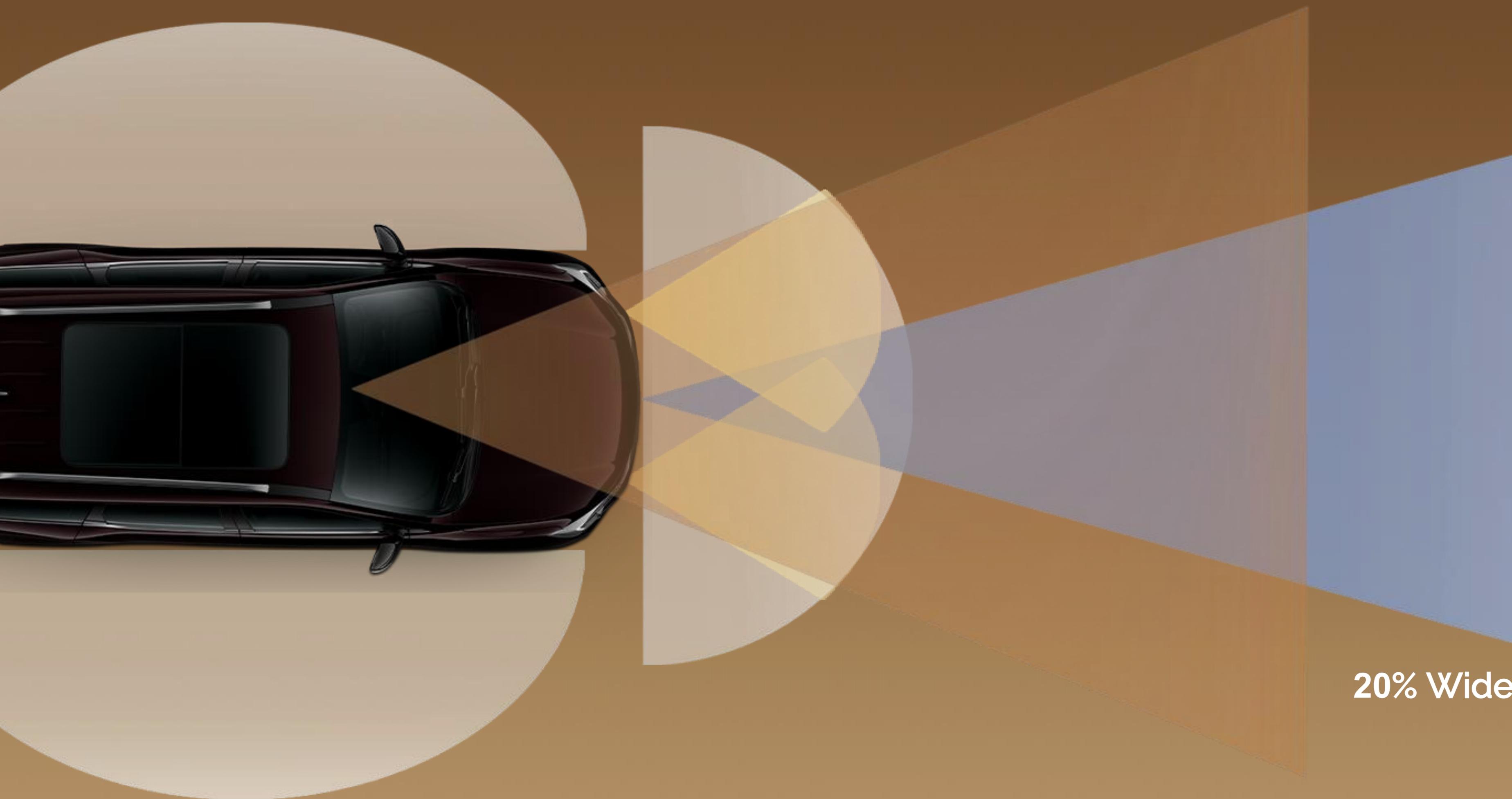


XEMPLARY SAFETY

# NOTHING GOES UNNOTICED

Powered by MobilEyeQ® 6  
3.5X more computing power

Camera: 3.7X higher resolution



- Front Radar Module
- Surround View Cameras
- Front Camera Module
- Ultrasonic Sensors

20% Wider Front Field View

# NOTHING GOES UNNOTICED



01:22 PM

28.0 °C



E 199 km F

80 km/h

Zip

C H

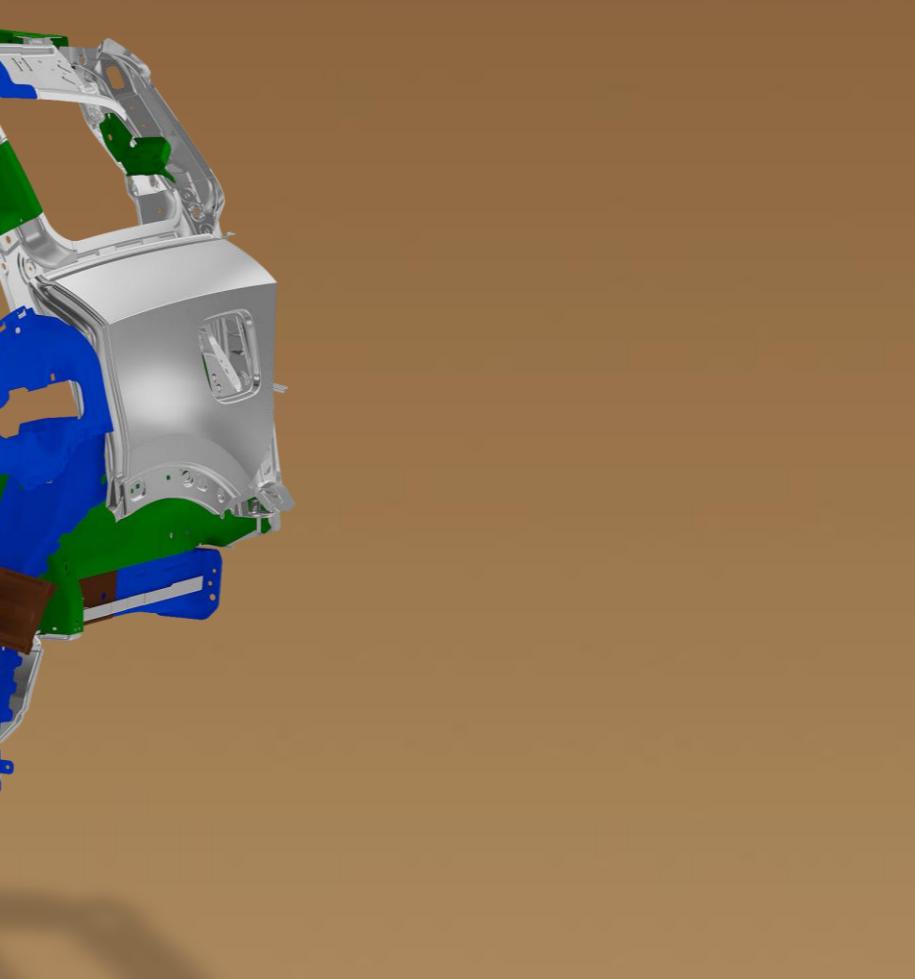
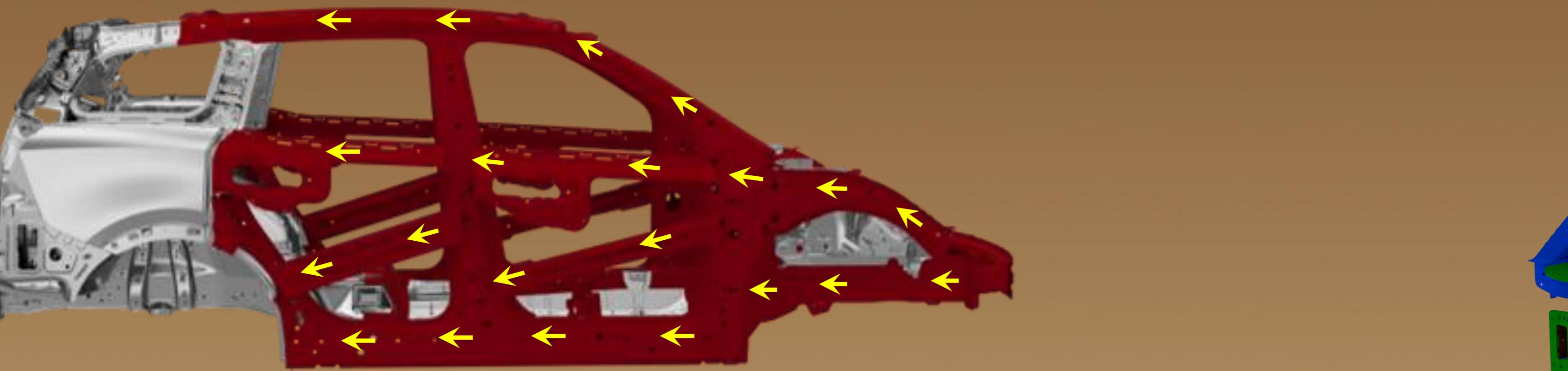
30000 km

4 5

# ENGINEERED FOR BNCAP 5 STAR SAFETY

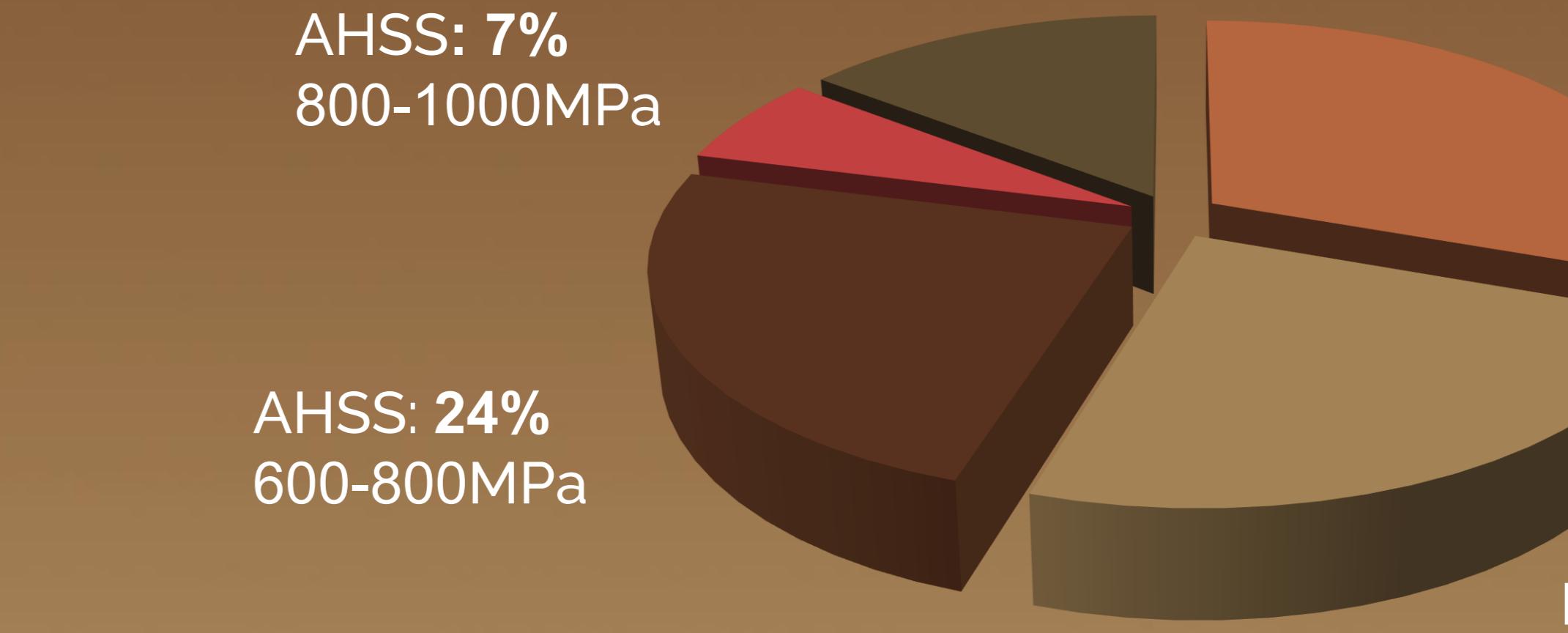
A row of five solid gold-colored stars, evenly spaced, used to represent a rating or a set of reviews.

# Optimized crash load paths for 5 Star safety



A close-up photograph of the rear wheel arch panel of a vehicle. The panel is a light-colored metal part, and a green protective film is applied to its inner side, covering the area where the wheel would be. The film is held in place by several small white clips. The background is a plain, light-colored surface.

AH







EXPRESSIVE DESIGN



XPERIENTIAL TECH

# SNAPDRAGON COCKPIT:

The High-performance compute inside your SUV

**2.5X**  
Processing throughput

**3X**  
AI Compute Capability

**10X**  
Graphics Performance

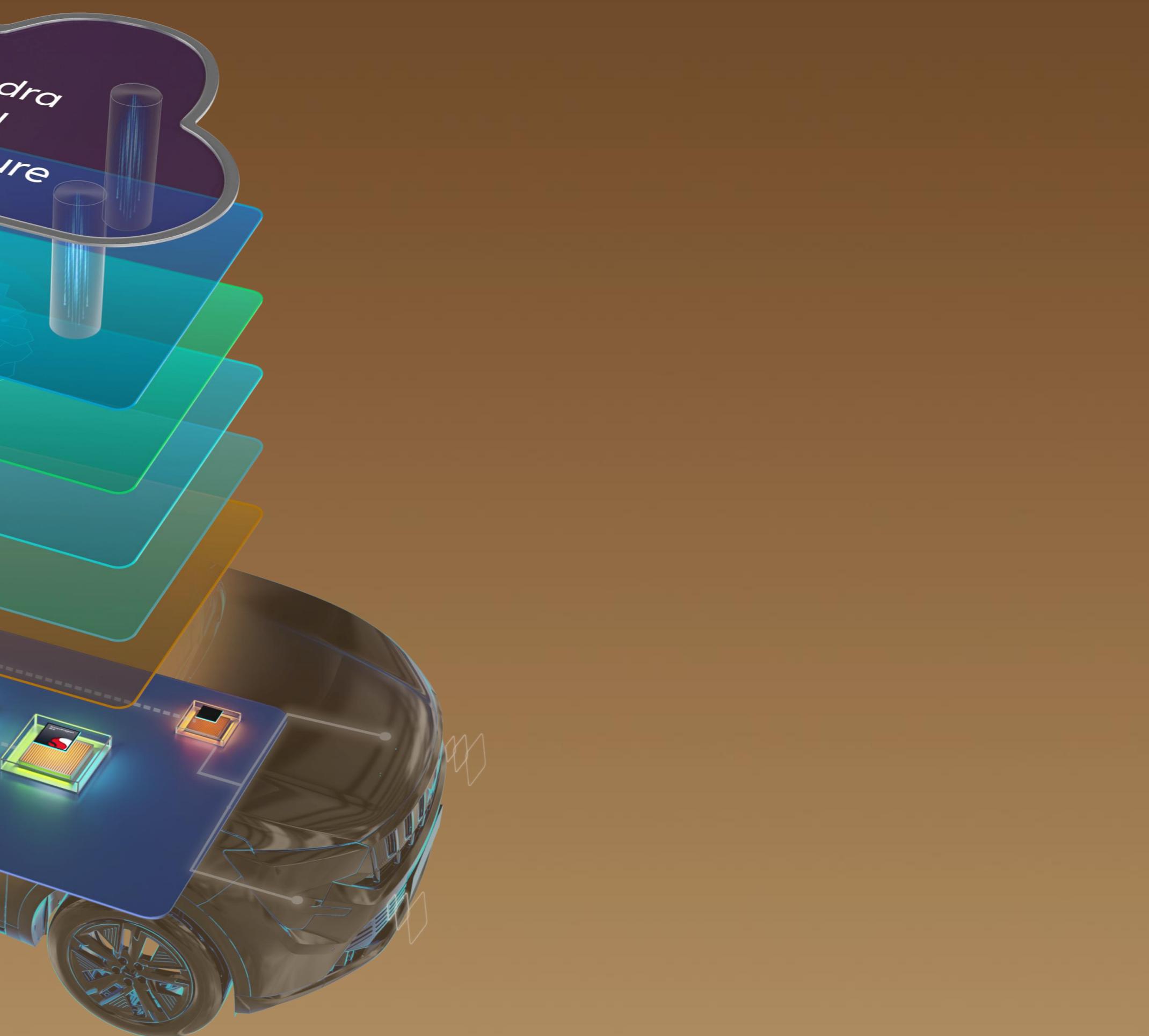
**2X**  
Memory & Storage

**X** - Denotes Superiority than XUV700



# THE DIGITAL SPINE

ICE SDV - INDIA'S FIRST

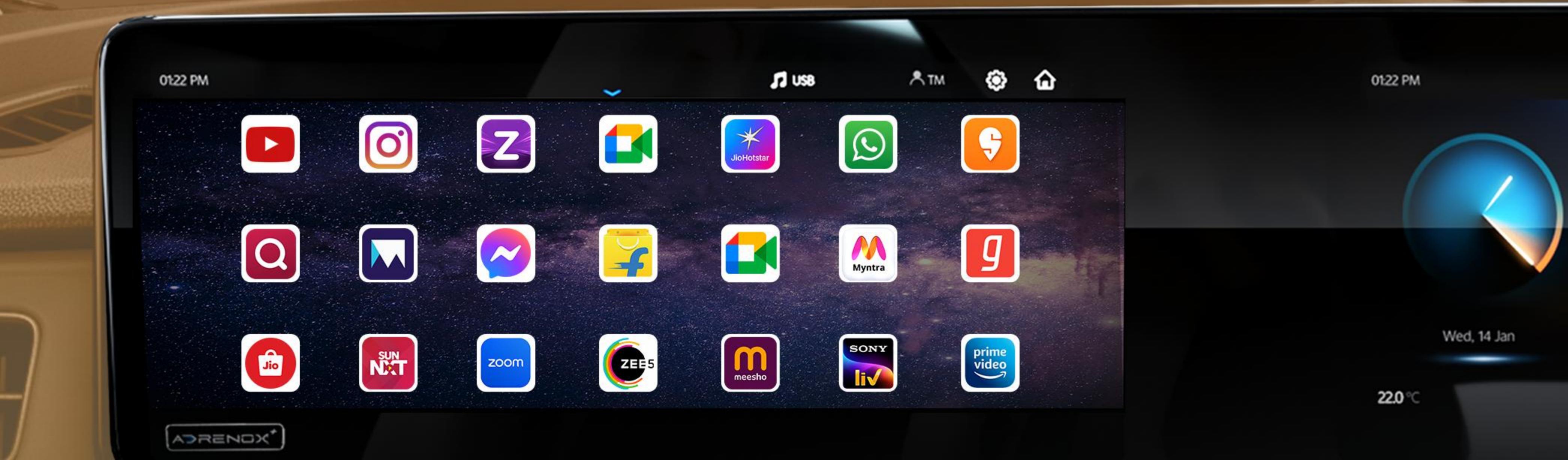


**State-of-the-Art Domain Architecture**  
with Centralized domain control

**High Speed Ethernet**  
Backbone for realtime dataflow.

**Full OTA across**  
control networks across domains

**Baked-in Cybersecurity &**  
**Functional Safety**



# CINEMA XSCAPE

Digital Horizon on the Dash



# INDIA'S 1<sup>ST</sup> 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

1400 Watts

Spatial Envelope

3D Immersive

16 High Performance Speakers

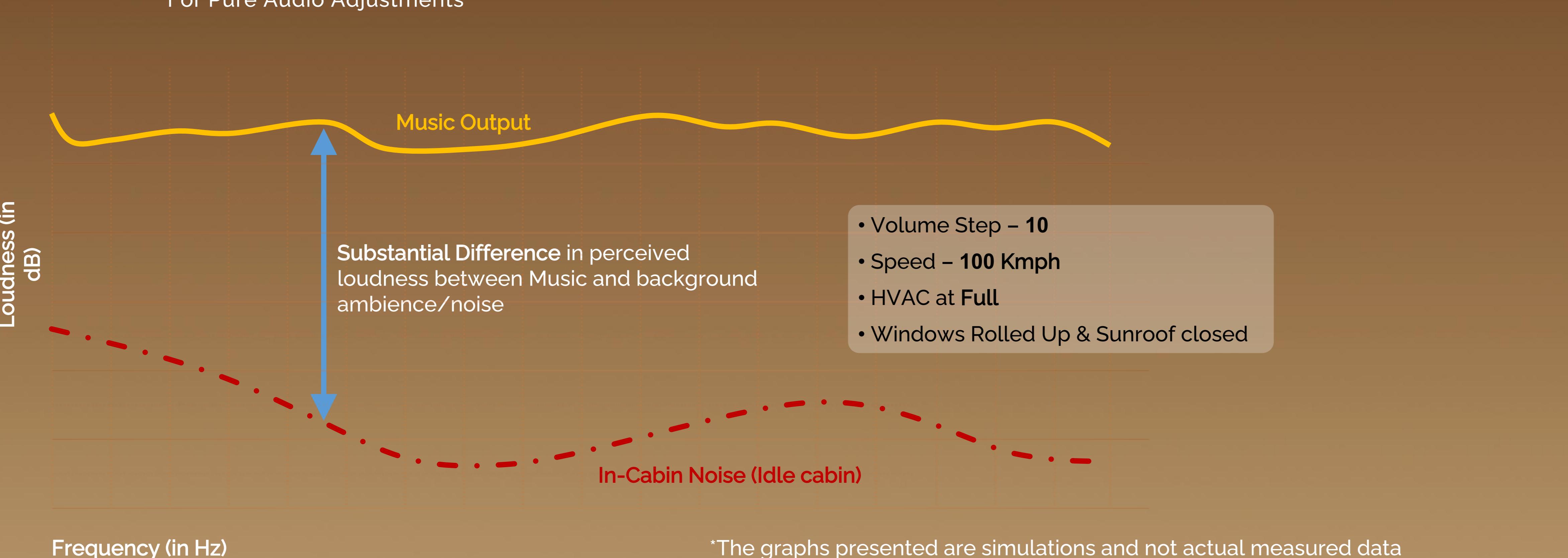
Dolby Atmos 5.1.2

# THEATRE ON-THE-GO

BEST IN CLASS IMMERSIVE EXPERIENCE,  
EVEN IN THE THIRD ROW

# VEHICLE NOISE COMPENSATION +

VEHICLE NOISE COMPENSATION  
For Pure Audio Adjustments



Uncompromised Audio Clarity

Adapts to Driving Noise

Real-time Audio tuning

\*The graphs presented are simulations and not actual measured data

# 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



A panoramic view of the interior of a car, showing the front driver's seat and the second-row bench seat. The seats are upholstered in a light beige or cream-colored leather with a subtle texture. The headrests are a contrasting tan color. The car's interior is spacious, with a high roofline and large windows. The overall aesthetic is clean and modern.

HIGH DENSITY  
FOAM



# 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
- Adrenoxtm
- Alexa Built-in With Chatgpt
- Independent Suspension With Davinci Damping Technology

## Luxury

- Leatherette Pack
- Skyroof™
- 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 Alby
- 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
- Wireless Android Auto & Apple Carplay
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## Luxury

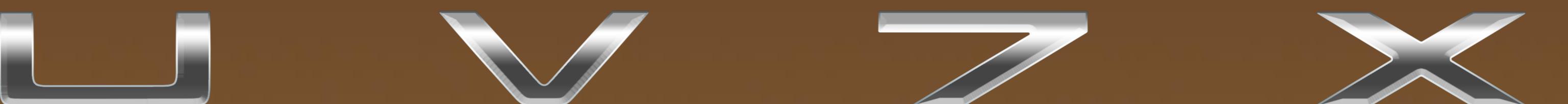
- Leatherette Pack
- Skyroof™
- Cruise Control
- Powered Driver Seat With Memory & Welcome Retract
- Push Button Start

## 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 Alby
- 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

X U V 7 X O

AX7L DMT | EX-SHOWROOM PRICE

₹ 22.47 Lakh

# AX - X FOR ALL

- New Bi-LED projector Headlamps 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

X U V 7 X O

EX-SHOWROOM PRICE

AX GMT

₹ 13.66 Lakh

AX DMT

₹ 14.96 Lakh

# POWER OF X GOES LIVE

**Test Drive Open**

08 January, 2026

**Bookings Open**

14 January, 2026

**Deliveries Start**

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

April, 2026 - (AX, AX3, AX5)