

5<sup>th</sup> January 2026

**National Stock Exchange of India Ltd.,  
Exchange Plaza, 5<sup>th</sup> 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 Premieres XUV 7XO with 5 Pioneering Tech Disruptions  
Starting at ₹ 13.66 Lakh**

We refer to our Stock Exchange Intimation dated 8<sup>th</sup> December 2025 wherein we had intimated about the Press Note issued by the Company regarding the name unveil of 'Mahindra XUV 7XO: The New Trendsetter Ready to Build On the XUV700 Legacy'.

In furtherance to the above, please find enclosed a Press Release issued by the Company 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 11<sup>th</sup> November 2024 are given at Annexure A.

Digital Feeds of the Product Launch Event would be available at the following link:

- Twitter: [Mahindra XUV 7XO](#)
- Instagram: [Mahindra XUV 7XO](#)
- Facebook: [Mahindra XUV 7XO](#)

The Presentation and Pictures of the Mahindra XUV 7XO would be available at the following link:

<https://drive.google.com/drive/folders/19IAEwbbr1ztN3ZkcTdZaHmxpap8uoFkc?usp=sharing>

Further, the Presentation and the Recording of the Event 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 XUV 7XO by the Company

Sr. No.	Details of Events that need to be provided	Information of Such Event(s)
a)	Name of the Product;	Mahindra XUV 7XO
b)	Date of Launch;	5 <sup>th</sup> January 2026
c)	Category of the product;	SUV
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 is 1,20,000 units at Automotive Division of the Company at Chakan (Maharashtra)
g)	Proposed Capacity Addition/ Period within which the proposed capacity is to be added;	NA
h)	Investment required;	Rs. 415 crore
i)	Mode of financing;	Internal Accruals
j)	Rationale.	Launch of SUVs



## Mahindra Premieres XUV 7XO with 5 Pioneering Tech Disruptions Starting at ₹ 13.66 Lakh

- World's first DAVINCI suspension system
- India's first ICE SUV with coast-to-coast triple screen across all variants
  - India's first ICE Software Defined Vehicle (SDV)
- India's first Integrated Dolby Atmos and Dolby Vision Experience
  - India's first ADAS Level 2 with Dynamic Visualisation

*Bookings start January 14, 2026 | Deliveries from January 14, 2026<sup>#</sup>*

**Jaisalmer, January 05, 2026:** Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today launched the new XUV 7XO, the company's latest trendsetter. Starting at a price of ₹ 13.66 lakh (ex-showroom), the XUV 7XO raises the benchmarks set by the gamechanger XUV 700, which has had over 300000 customers since its launch in 2021. The XUV 7XO delivers an experience that rewrites the rules of high-end SUVs by elevating sophistication and technology like never before.

Mahindra has consistently worked towards democratising technology, and the XUV 7XO further exemplifies this commitment by offering advanced features starting from the base variant. The AX variant, featuring Coast-to-Coast 31.24 cm Triple HD screens, Intelligent ADRENOX, Wireless Android Auto & Apple CarPlay, Alexa Built-in with ChatGPT, Cruise Control, Push Button Start/Stop, and 75 safety features—all as standard—makes cutting-edge technology and premium features more accessible than ever.

### Great Value across all variants

Ex Showroom Prices

Variant	Seater	Gasoline	Diesel	Gasoline(G)/Diesel(D)
		MT	MT	AT Exclusive
AX	7 STR	₹ 13.66 Lakh	₹ 14.96 Lakh	NA
AX3	7 STR	₹ 16.02 Lakh*	₹ 16.49 Lakh*	NA
AX5	7 STR	₹ 17.52 Lakh*	₹ 17.99 Lakh*	NA
AX7	7 STR	₹ 18.48 Lakh*	₹ 18.95 Lakh*^	NA
	6 STR	NA	NA	NA
AX7T	7 STR	NA	₹ 20.99 Lakh*^	G – ₹ 21.97 Lakh
	6 STR	NA	₹ 21.39 Lakh*	G – ₹ 22.16 Lakh
AX7L	7 STR	NA	₹ 22.47 Lakh*^	G – ₹ 23.45 Lakh
	6 STR	NA	NA	G – ₹ 23.64 Lakh D – ₹ 24.11 Lakh

These are *Introductory Prices* for first 40,000 customer deliveries (terms and conditions apply)

\*Automatic transmission available at additional ₹ 1.45 Lakh

^All Wheel Drive Variant available at an additional cost of ₹ 2.45 Lakh

<sup>#</sup> Delivery Timelines:

- AX7, AX7T, AX7L (Starting with pre-booked customers) – January 14, 2026
- AX, AX3, AX5 – Starting April 2026



### **Key Highlights:**

- **Expressive Design:** Full-width grille with jewel-like talon accents, Bi-LED projector headlamps with DRLs, diamond-inspired Clear Lens LED taillamps, R19 diamond cut alloy wheels and super-premium high-gloss piano-black finish exude a 'tough-premium' character
- **Experiential Tech:** Coast-to-Coast 31.24cm Triple HD screens, 16 speaker Harman Kardon Audio system with India's first Dolby Vision & Atmos, 540-degree camera with digital video recording, ADAS Level 2 with Dynamic Visualisation, Frameless Electrochromic IRVM and Memory ORVM with Auto Tilt for reverse, Approach Unlock & Walk Away Lock
- **Smoother in every move:** Global debut of the revolutionary DAVINCI damping technology; Front McPherson Strut & Multi-link Rear Independent suspension with Frequency Selective Damping & Stabilizer Bar offering superlative ride and handling
- **Exquisite Luxury:** 6-Way Powered Co-driver seat with 4-way Boss Mode, Front Seat and Rear Ventilated Seats, BYOD, High Density Seat Foam with First-in-segment Plush Pads
- **Authentic SUV Legacy:** Best-in-Segment 2L mStallion TGD i gasoline engine and 2.2L mHawk turbo-diesel engine options, first-in-segment All-Wheel Drive (AWD) in Diesel

**R Velusamy, President, Automotive Business, Mahindra & Mahindra Ltd.,** said, "XUV 7XO is our next step in delivering a truly premium, technology-forward SUV—smoother in ride, sharper in response, and smarter in experience. We are introducing DAVINCI suspension system—our new valve-based damping technology—for the first time worldwide, delivering a distinctly more plush and settled ride. ADRENOX+, powered by the Qualcomm Snapdragon SA8155P, marks the first introduction of this chipset in an ICE vehicle in India, enabling exceptional computing speed and responsiveness. Inside, a 16-speaker Harman Kardon system, engineered for exceptional spectral balance, is paired with Dolby Atmos and Dolby Vision—introduced for the first time in India. Backed by mStallion/mHawk powertrains and upgraded ADAS, the XUV 7XO offers a drive that feels confident, refined and engaging."

**Pratap Bose, Chief Design & Creative Officer, Mahindra & Mahindra Ltd.,** said, "We wanted the XUV 7XO to feel instantly recognisable, iconic yet unmistakably new. Its exterior design exudes the trademark Mahindra authentic-SUV character of athletic presence and sophisticated refinement, with an imposing all-new grille featuring a piano black finish and jewel like talon accents, as well as Bi-LED projector headlamps with DRLs. The cabin feels immersive and serene, pairing plush, premium finishes with a futuristic coast-to-coast display and an audio-visual experience that cocoons occupants in luxury. To put it simply, the XUV 7XO has been designed to reshape aspirations and set new standards for sophistication, safety, performance and capability. It takes the SUV experience and raises it to the power of X."

**Nalinikanth Gollagunta, CEO, Automotive Division, Mahindra & Mahindra Ltd.,** said, "The XUV700 created a new benchmark for India's SUV market and its momentum has not slowed since. With the XUV 7XO, we are taking that benchmark to new heights. The segment is evolving fast, expectations are rising and India's appetite for advanced, high-performance SUVs has never been stronger. The XUV 7XO reflects our commitment to stay ahead of the curve by delivering a product that sets new standards in design, technology and capability. In short, the XUV 7XO is built to be a



*trendsetter for the future of SUVs and will further solidify our position as a leader in the SUV segment.”*

The XUV 7XO moves the game forward with its Unmissable Presence, Spirited Performance, Sci-Fi technology, World Class Safety and Sophistication and Comfort.

### **Key Features:**

<b>Sophistication and Comfort</b> <ul style="list-style-type: none"> <li>• 6-way Powered Driver seat with Memory &amp; Welcome Retract</li> <li>• 6-way Powered Co-driver seat with 4-way electric Boss Mode</li> <li>• First-in-segment Front &amp; Rear Ventilated Seats</li> <li>• Comfort seats with High Density Foam with First-in-segment Plush Pads</li> <li>• Best-in-segment Multi-zone Ambient Light</li> <li>• Soft Touch Leatherette IP &amp; Seats</li> <li>• Front &amp; Rear Wireless charger with Active Cooling</li> <li>• First-in-segment Intelli Command Centre</li> <li>• Dual Zone Fully Automatic Temperature Control with Quiet mode</li> <li>• Acoustic solar windscreen</li> <li>• Retractable Rear Sunshades</li> </ul>	<b>Unmissable Presence</b> <ul style="list-style-type: none"> <li>• All-new Grille with Piano Black finish &amp; Jewel like Talon Accents</li> <li>• Bi-LED Projector Headlamps with DRLs</li> <li>• Diamond inspired Clear Lens LED Taillamps</li> <li>• Commanding SUV stance with R19 Diamond-cut Alloy Wheel</li> <li>• Skyroof™</li> <li>• Electric Smart Door Handles</li> <li>• First-in-segment Exposed Ice-cube Fog Lamps &amp; Cornering Lamps</li> <li>• Premium Piano Black cladding</li> <li>• Plush, Sophisticated Interiors with Luxurious Colours, Materials and Finishes</li> </ul>
<b>Sci-Fi technology</b> <ul style="list-style-type: none"> <li>• First-in-segment Coast to Coast 31.24cm HD Triple Screens</li> <li>• Best-in-segment ADRENEX+ powered by Octa-Core Qualcomm Snapdragon 8155P chipset</li> <li>• First-in-segment 16 Speaker Harman Kardon Audio with 3D Surround Sound &amp; VenueScapes Live</li> <li>• First-in-segment Dolby Vision &amp; Atmos</li> <li>• First-in-segment Bring-your-own-device (BYOD) with Theatre mode</li> <li>• First-in-segment Alexa Built-in with ChatGPT integration</li> <li>• 49 pre-installed apps powered by Fun&amp;Work</li> <li>• Approach unlock &amp; Walk-away lock</li> <li>• Outside Rear-View Mirror Tilt on Reverse</li> <li>• 93 Adrenox Connected Car App features</li> <li>• First-in-segment GrooveMe</li> <li>• Carbon filter with VR LED &amp; AQI display</li> </ul>	<b>Spirited Performance</b> <ul style="list-style-type: none"> <li>• <b>Global Debut of DAVINCI suspension system</b></li> <li>• Best-in-segment Engines 2.0L mStallion TGD, 2.2 L mHawk Turbo Diesel engines</li> <li>• 0-60 km/h in under 5 seconds (Petrol MT)</li> <li>• 6-Speed Manual or 6-Speed Torque Converter Automatic Transmission</li> <li>• First-in-segment All-Wheel Drive Capability</li> <li>• Best-in-segment Drive modes – Zip, Zap, Zoom, with Custom mode for Tailored Driving Experience</li> <li>• Front McPherson Strut &amp; Multi-link Rear Independent suspension with Frequency Selective Damping &amp; Stabilizer Bar</li> </ul>
<b>World Class Safety</b> <ul style="list-style-type: none"> <li>• Over 120 safety features &amp; 75 Safety Features as Standard (6-Airbags, ESP with EBD, Hill Descent Control etc.)</li> <li>• Level-2 ADAS with Sense+ (17 ADAS functions)</li> <li>• First-in-segment ADAS Visualization</li> <li>• 540° Surround View Camera</li> <li>• Engineered for 5-star Bharat NCAP rating</li> </ul>	



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| <ul style="list-style-type: none"><li>• 7 Airbags with Curtain Airbags extending till 3<sup>rd</sup> Row</li><li>• Driver Drowsiness Alert</li><li>• Frameless Electrochromic IRVM and Memory ORVM with Auto Tilt for reverse</li><li>• Electronic Parking Brake with Auto hold</li><li>• Digital Video Recording</li><li>• First-in-segment Auto-Booster Headlamps with High Beam Assist</li><li>• Tyre Pressure Monitoring with learning</li></ul> |  |
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**Social Media Addresses for Mahindra XUV 7XO:**

- Brand Website: [Mahindra XUV 7XO](#)
- Twitter: [Mahindra XUV 7XO](#)
- YouTube: [Mahindra XUV 7XO](#)
- Facebook: [Mahindra XUV 7XO](#)
- Hashtags: #XUV7XO #MahindraXUV7XO

**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.

**Media contact information**

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