

Mahindra & Mahindra Ltd.
Mahindra Towers,
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Mumbai 400 018 India
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REF: NS: SEC:
5th October, 2021

National Stock Exchange of India Limited
"Exchange Plaza", 5th Floor,
Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400051.

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400001.

Bourse de Luxembourg
Societe de la Bourse de Luxembourg
Societe Anonyme/R.C.B. 6222,
B.P. 165, L-2011 Luxembourg.

London Stock Exchange Plc
10 Paternoster Square
London EC4M 7LS.

Dear Sirs,

Sub: Mahindra Further Delights Customers; Introduces Two Highly Desired Variants of XUV700

This is in furtherance to the Stock Exchange intimations dated 14th August, 2021 and 30th September, 2021 respectively on launch and bookings of Mahindra XUV700, please find enclosed a Press Release issued by the Company on the captioned subject.

Kindly take the same on record.

Please acknowledge receipt of the same.

Yours faithfully,
For MAHINDRA & MAHINDRA LIMITED



NARAYAN SHANKAR
COMPANY SECRETARY

Encl.: as above



Press Release

Mahindra Further Delights Customers; Introduces Two Highly Desired Variants of XUV700

- Announces the availability of the following new variants in XUV700 AX7 Luxury Diesel:
 - Manual Transmission
 - Automatic Transmission with AWD
- Rapidly responds to the customers' requests just days ahead of the booking commencement.

Mumbai, October 5, 2021: Taking forward the company's promise of customer centricity Mahindra & Mahindra Ltd., today addressed the customers' requests and announced the addition of two new variants to XUV700. All the prices (details of the newly added variants included below) will be applicable for the first **25000 bookings**. Bookings will commence from **7th October, 10am onwards**.

	Fuel Type	Price
AX7 Luxury – MT (7-Seater)	Diesel	₹ 19.99 Lakh
AX7 Luxury – AT + AWD (7-Seater)	Diesel	₹ 22 .89 Lakh

More about AX7 Luxury

AX7 variant will be available with an optional Luxury pack. In addition to the standard AX7 features, the luxury pack will include features like Immersive 3D Sound by Sony, electrically deployed Smart Door Handles, 360° Surround View, Blind View Monitoring, Electronic Park Brake, Driver Knee Airbag, Passive Keyless Entry, Continuous Digital Video Recording and Wireless Charging.

Mahindra has launched an Industry-first '**Add to cart**' functionality on its website www.auto.mahindra.com/suv/XUV700/ for the XUV700. It allows customers to save variant configurations, including fuel type, seating capacity, colour and dealer preference ahead of the booking commencement. Upon the completion of booking, any further modifications made by the buyer to the variant will be treated as a fresh booking.

Deliveries of the Petrol variants will precede deliveries of the Diesel variants. An official announcement regarding the date for start of deliveries will be made by 10th October.

Social Media Addresses for Mahindra XUV700:

- Brand website: <https://auto.mahindra.com/suv/xuv700/>
- Facebook: @mahindraxuv700
- Twitter: @MahindraXUV700



Mahindra

- Instagram: @mahindraxuv700
- YouTube: Mahindra XUV700
- Hashtags:
 - #XUV700
 - #HelloXUV700
 - #MahindraXUV700

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 vehicles, 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

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