

REF:NS:SEC:

14<sup>th</sup> August, 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 Launches It's All New Global SUV The XUV700 starting from ₹ 11.99 Lakh**

Please find enclosed the Press Release issued by the Company on the captioned subject, which has been launched today.

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9<sup>th</sup> September, 2015 are given below:

#### Product Launch

Sr. No.	Details of Events that need to be provided	Information of such event(s)
a)	Name of the product;	XUV700
b)	Date of launch;	August 14, 2021
c)	Category of the product;	Sports Utility Vehicle
d)	Whether caters to domestic/ international market;	Domestic Market
e)	Name of the countries in which the product is launched (in case of international)	Not applicable

This is for your information.

Kindly acknowledge receipt.

Yours faithfully,

For MAHINDRA & MAHINDRA LIMITED



**NARAYAN SHANKAR**  
**COMPANY SECRETARY**

**Encl: as above**



**Mahindra**

## Press Release

### **Mahindra Launches It's All New Global SUV The XUV700 starting from ₹ 11.99 Lakh**

- Packing an unmissable presence, tough yet sophisticated experience, spirited performance, world class safety and sci-fi technology, the disruptive XUV700 is set to redefine the benchmarks.
- With several first and best in class features, its owners are set to experience a rush like never before!
- Announced prices for four variants in the 5 -seater manual transmission category: (prices are ex-showroom)
  - MX Gasoline - ₹ 11.99 Lakh
  - MX Diesel - ₹ 12.49 Lakh
  - AdrenoX AX3 Gasoline - ₹ 13.99 Lakh
  - AdrenoX AX5 Gasoline - ₹ 14.99 Lakh
- Pricing for the rest of the variants will be announced soon.

**Mumbai, August 14, 2021:** Mahindra & Mahindra Ltd., today took the wraps off the all-new XUV700 (pronounced as XUV, 7 double 'Oh'), marking a brand-new era for the company. Fittingly launched just hours ahead of the country's 75<sup>th</sup> Independence Day, the XUV700 represents India's rise as a confident, bold, global powerhouse that is set to take a leadership role on the world stage. The XUV700 comes with unmissable crafted looks, pleasing interiors and exceptional ride comfort. Bookings will begin before the festive season. The XUV700 will come in variants that include diesel and gasoline, manual and automatic options and with 5 and 7-Seater capacity. It will also be available in an optional All-Wheel-Drive (AWD) spec.

Speaking about Mahindra SUV focus and the unveil of XUV700, **Dr. Anish Shah, MD & CEO, M&M Ltd.** said, "It is sheer passion that drives our people to create advanced, adventure-ready vehicles, with an unmissable presence. We are ready to lead the core SUV segment with nine new exciting SUVs planned for launch by 2026. And our most ambitious addition, the XUV700, is throbbing and pulsating with technology, power and intelligence to let people explore the impossible."

**Rajesh Jejurikar, Executive Director, Auto & Farm Sectors, M&M Ltd,** said, "Every once in a while, an automobile comes to change the future course of its manufacturer and in the process, it transforms the segment itself. The XUV700 marks the beginning of a whole new Mahindra and a new era and for the SUV segment in India. We have raised the bar on best-in-class features, technology and design. Our customers are in for a longstanding treat with the innovative new XUV700."

### **Variants and Top features**

There is an XUV700 for everyone who seeks a rush with the widest range of offerings you will find in the segment.



**Mahindra**

<b>MX Series</b>	<b>AdrenoX   AX3</b>	<b>AdrenoX   AX5</b>	<b>AdrenoX   AX7</b>
<ul style="list-style-type: none"> <li>• 20.32 cm (8") Infotainment</li> <li>• 17.78 cm (7") Cluster</li> <li>• Android Auto</li> <li>• Smart Door handles</li> <li>• LED Taillamp</li> <li>• Steering mounted Switches</li> <li>• Power Adjust ORVM with Turn Indicator</li> <li>• Day Night IRVM</li> <li>• R17 Steel Wheels</li> </ul>	Offered over MX <ul style="list-style-type: none"> <li>• Dual HD 26.03 cm (10.25") Infotainment and 26.03 cm (10.25") Digital Cluster</li> <li>• Amazon Alexa Built-In</li> <li>• Wireless Android Auto and Apple Car Play</li> <li>• AdrenoX Connect with 60+ Connected features</li> <li>• 6 Speakers and Sound Staging</li> <li>• LED DRL and Front fog Lamps</li> <li>• R17 Steel Wheels with covers</li> </ul>	Offered over AX3 <ul style="list-style-type: none"> <li>• Skyroof</li> <li>• R17 Diamond Cut Alloy Wheels</li> <li>• Curtain Airbags</li> <li>• LED Clear-view Headlamps</li> <li>• Sequential turn indicators</li> <li>• Cornering lamps</li> </ul>	Offered over AX5 <ul style="list-style-type: none"> <li>• Advanced Driver Assistance System</li> <li>• Driver Drowsiness Alert</li> <li>• Smart Clean Zone</li> <li>• Dual Zone Climate Control</li> <li>• R18 Diamond Cut Alloy</li> <li>• Leatherette Seat</li> <li>• Leather Steering &amp; Gear lever</li> <li>• 6-Way Power seat with Memory</li> <li>• Side Airbags</li> </ul>

**Know select variants better:**

MX- <https://youtu.be/PHRNhfSoi-0>

AX3- <https://youtu.be/zbEDAd1AedQ>

AX5- <https://youtu.be/OCbqTR12tYQ>

Note: Optional packs will be announced at a later date and will include features like Immersive 3D Sound by Sony, electrically-deployed Smart Door Handles, 360 Surround View, Blind View Monitoring, Electronic Park Brake and Wireless Charging.

Pricing details (ex-showroom) below for select variants. For the rest of the variants the prices will be announced soon.

**MX Series**

MX Gasoline	₹ 11.99 Lakh
MX Diesel	₹ 12.49 Lakh

*Above prices are for 5 -seater manual transmission*

**AdrenoX**

AX3 Gasoline	₹ 13.99 Lakh
AX5 Gasoline	₹ 14.99 Lakh

*Above prices are for 5 -seater manual transmission*



**Mahindra**

#### Social Media Addresses for Mahindra XUV700:

- Brand website: <https://auto.mahindra.com/suv/xuv700>
- Facebook: @mahindraxuv700
- Twitter: @MahindraXUV700
- 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](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/news-room>

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