

## Press Release

### Introducing the World's First Formula E Themed Special Edition SUV The Mahindra BE 6 Formula E Edition, FE2 Priced at ₹ 23.69 Lakh

- The FE3 with add-on features will be priced at ₹ 24.49 Lakh
- Bookings Open: 14<sup>th</sup> Jan 2026 | Deliveries Begin: 14<sup>th</sup> Feb 2026
- The first 999 customers will have a package of assured exclusive benefits. And three lucky winners\* will get to join the London E-Prix in 2026
- Kush Maini, FIA Formula 2 winner and amongst India's fastest race driver, will be the brand ambassador

**Bengaluru, November 26, 2025:** India's motorsport moment is finally here, and Mahindra is putting India right on the pole position with the launch of the BE 6 Formula E Edition created for a country that's now watching racing not just as a sport, but as a lifestyle.

Across India, Formula racing and global motorsport viewership is exploding — from weekend screening at cafés, to college clubs recreating race nights, to families tuning in for high-speed entertainment. Racing has become the new-generation culture shift.

And for India, no brand is more authentically part of this world than Mahindra.

Mahindra has been **India's earliest motorsport pioneer** - from dominating rally racing decades ago to becoming the **only Indian team to win on the global Formula E grid**.

That legacy deserves a road car worthy of it.

And there is only one SUV with the swagger, attitude, and cult following to carry the flame.

#### **The BE 6. Loud. Iconic. Defiant. And now... electrified by Formula E.**

The BE 6 Formula E Edition brings the adrenaline of the ABB FIA Formula E World Championship to India's streets — precision driving, aggressive aerodynamics, unmistakable motorsport styling.

This is India's racing heritage bottled into an electric icon.

#### **Inspired by the Circuit. Built for the City.**

##### **Exterior: Formula-Inspired Attitude**

- All-new Signature front bumper with circular projector headlamps, gloss black bezel finish, and orange accents
- Four premium exterior colour options: Everest White, Firestorm Orange, Tango Red, and Stealth Black
- Signature accent colour highlights on the bumper: Firestorm Orange and Everest White
- Racetrack-inspired R20 alloy wheels with a dark-tinted signature wheel finish
- Firestorm Orange-coloured brake callipers
- Sporty rear boot lip and roof spoilers
- "Mahindra Formula E" ceramic paint branding on windshield
- Formula E badging and decals uniquely placed on front quarter panels, fixed glass roof and night trail carpet lamps

- Signature 12 Stripe graphics on fixed glass roof and bonnet
- Signature “BE 6 | Formula E” rear badging
- Lower cladding with dark liquid metal paint
- Front and rear skid plates with a liquid metal finish
- Race-inspired graphics on the side doors, fender, and bonnet
- FIA branding on windscreens and passenger-side lower cladding

#### Interior: Race Ready Cockpit

- Vibrant Firestorm Orange-themed interiors
- Firestorm Orange FIA X Formula E edition plaque
- Formula E logo uniquely placed on passenger dashboard panel and seats
- FIA branding on seat belts
- Firestorm Orange-accented steering wheel, in-touch controller, electronic parking brake, start/stop button, and door open straps
- Black and Orange-themed dynamic speaker pattern and wireless charging dock
- Formula E-inspired custom startup animation
- Formula E-inspired exterior engine sounds
- Race car-inspired start/stop button flap
- Translucent Door Inserts

**R Velusamy, President - Automotive Business, Mahindra & Mahindra Ltd. and Managing Director, Mahindra Electric Automobile Ltd.**, said, “Our customers conveyed a compelling message, the BE 6 doesn’t just look futuristic, but it also evokes the sensation of being in a racing cockpit once they step inside. They love that it screams electric, unapologetically. We built the Formula E Edition by listening to that energy. Racing is no longer a niche in India; it’s becoming a lifestyle statement. With this edition, we’ve channelled that cultural shift into a machine that celebrates electric performance the Mahindra way - bold, emotional, and proudly made in India.”

**Nalinikanth Gollagunta, Chief Executive Officer - Automotive Division, Mahindra & Mahindra Ltd. and Executive Director, Mahindra Electric Automobile Ltd.**, said “Motorsport is India’s new young passion. And no Indian brand has lived this journey more authentically than Mahindra. With the BE 6 Formula E Edition, we are bringing this racing spirit to the street. It’s bold, electric, defiant - and unmistakably Indian.”

**Pratap Bose, Chief Design & Creative Officer - Auto & Farm Sectors, Mahindra & Mahindra Ltd.**, said, “Every accent, every surface, every shadow on this BE 6 Formula E Edition was designed with motorsport intensity. This SUV doesn’t whisper racing - it shouts it. This edition is a celebration of India’s rising motorsport culture and Mahindra’s racing lineage.”

**Kush Maini – Brand Ambassador, Mahindra BE 6 Formula E Edition**, “India is falling in love with motorsport, and it’s amazing to see the rise of Formula E fandom. The BE 6 Formula E Edition brings that thrill, that energy, that boldness to Indian roads. It’s the perfect bridge from race to road.”

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#### A New Kind of Performance Movement

The BE 6 Formula E Edition delivers everything that made the BE 6 a phenomenon – and adds Mahindra’s electric racing DNA on top.

- Accelerates from 0-100 km/h in just 6.7 seconds with a top speed of 202 km/h.
- The motor generates **282 bhp (210 kW)** power with its **79 kWh** battery delivering 500 km real-world range
- Race-mode inspired torque delivery crafted for instant acceleration



**mahindra** Rise

## New Generations. Same Electric Passion.

India's youth is discovering motorsport as a cultural identity, fandom meets fashion, and adrenaline meets ambition. And the BE 6 Formula E Edition is the SUV designed for this tribe.

Mahindra is proud to announce Kush Maini – Bengaluru-born racer, FIA Formula 2 race winner, amongst India's fastest drivers and part of Mahindra's Formula E Racing team – as the face of Mahindra Electric Origin SUVs.

### Why Kush Maini?

He represents exactly what BE 6 Formula E Edition stands for:

- Youthful electric energy
- Indian pride
- Global ambition
- Authentic racing credibility

Mentored by **Mika Häkkinen**, the legendary two-time Formula 1 World Champion; Kush is already lighting up the international motorsport scene, making him the perfect ambassador for India's most aspirational electric SUV.

### For the Next Generation of Racers: BE 6 Formula E Ride-On

Celebrating this motorsport moment, Mahindra also unveils the BE 6 Formula E Edition Ride-On: a fun, race-themed toddler car designed to spark imagination and create India's youngest electric enthusiasts.

Available from April 2026 at a price of ₹18,000/-, it mirrors the actual BE 6 Formula E Edition with its mini aero flares and vibrant colours.

Because the future of electric performance starts young.

### Collectible and Pure Electric Emotion

The BE 6 Formula E Edition is a collectible eSUV created for fans who want the rush of Formula racing in a street-legal BEV with unmistakable Indian swagger.

### Assured Gifts for the first 999 customers of BE 6 Formula E Edition<sup>#</sup>

- Track-day experience at Mahindra's Proving Track with Kush Maini
- Collector's Box with Mahindra Racing memorabilia
- A memorable photo & video of the delivery moment
- You can choose a special number between 0 and 99 which will come as a decal on the side door of your BE 6 Formula E Edition
- Your first name will appear on the Mahindra Racing Car which will race at the London E-Prix

### Grand Prize for 3 Lucky Winners\*

- Tickets and paddock access to London E-Prix in August 2026
- Meet & greet with Mahindra Racing team and MADE<sup>\$</sup> team
- Special roof decal

\*Subject to Winners obtaining United Kingdom Visa. Responsibility of the Visa stays with the winner

# Conditions apply

\$ Full form of MADE – Mahindra Advanced Design Europe

## Annexure – BE 6 Formula E FE2

### Performance

- 79 kWh Battery Pack
  - Superfast Charging Capability: 20 to 80% in just 20 min with 180 kW DC Charger
  - Best-in-class Power of 210 kW
- Electric Power Steering with Variable Gear Ratio
- 10 metre Turning Circle Diameter
- Multiple Driving Modes with Boost Mode
- Multi step regeneration

- One-touch Single Pedal Drive
- SonicSuite with Virtual Engine Sounds
- iLink Front Suspension & 5-Link Rear Suspension
- MTV-CL technology
- Frequency Dependent Damping
- Low Rolling Resistance Tyres with NVH Reduction
- Cruise Control

### Design

- Fixed Glass Infinity Roof
- Front Illuminated Logo
- All-new Signature front bumper
- Circular projector headlamps
- LED Tail lamps
- Stylish R19 Alloy Wheels
- Sporty rear boot and roof spoilers
- Soft wrapped Interior trims
- Leatherette Steering Wheel
- Leatherette + Suede Upholstery
- Vibrant Firestorm Orange-themed interiors
- Race-inspired graphics on side doors, fender, and bonnet
- Firestorm Orange FIA X Formula E edition plaque

- Race car-inspired start/stop button flap
- Front & Rear Bumper with skid plates
- Sporty Sill Claddings
- Tow hook (Front & Rear)
- Sporty body decals
- Firestorm Orange-coloured brake callipers
- Sporty Painted Brake Calliper
- Sporty interior & exterior finishes
- Formula E-inspired custom startup animation
- FIA branding on seat belts
- "Mahindra Formula E" branding on windshield
- Translucent door inserts

### Safety

- 360 Degree Camera
- Blind View Monitor
- 6 Airbags
- High Stiffness Bodyshell
- All Wheel Disc Brakes
- Brake-by-Wire Tech

- Intelligent Electronic Brake Booster
- Driver Drowsiness Detection
- Electronic Parking Brake
- Front & Rear Parking Sensors
- TPMS with Individual Tyre Pressure Display

### Technology

- Dual Super Screens (12.3"x2)
- Sonic Studio by Mahindra
- 16 Speaker Harman/Kardon Audio
- Dolby Atmos
- Qualcomm Snapdragon Chipset - 8155
- Wireless Android Auto & Apple CarPlay
- Superfast 5G Connectivity

- Wireless Charging in Front Row
- Pre-installed OTT, Social Media, News, Shopping Apps
- BYOD In-Car experience
- Connected Features like Cabin Precooling, Remote commands & more (Me4U App)
- Built-in Amazon Alexa

### Comfort & Convenience

- Auto Dimming IRVM
- Auto Headlamps
- Rain Sensing Smart Wipers
- Height Adjustable Driver Seat & Seat Belt
- One-touch Driver Power Window
- Dual Zone Temperature Control
- Auto Fold ORVMs
- 65 W Type C Fast Charging Ports for Front & Rear
- Parcel Shelf

- 60:40 Split in 2<sup>nd</sup> Row Seats with 2-Step Recline
- Rear demister
- Spacious Frunk & Trunk
- Frunk with drain hole & light + Frunk Mat
- Rear AC Vents
- Tilt & Telescopic Steering
- Cooled Console Storage
- BYOD – Mounting Provision on Seats
- Acoustic Laminated Door Glass

Below package of features available with BE 6 Formula E FE3:

- Intelligent Adaptive Suspension
- Sporty R20 Alloy wheels
- Night Trail - Carpet Lamps



### Social Media Addresses for Mahindra Electric Origin SUVs:

- **Brand website:** <https://www.mahindraelectricssuv.com/>
- **Instagram:** @mahindraelectricssuv
- **Twitter (X):** @mahindraeSUVs
- **YouTube:** @mahindraelectricssuv
- **Facebook:** @mahindraelectricoriginsuvs
- **Hashtags:** #ScreamElectric #BE6 #MahindraElectricOriginSUVs #BE6FormulaEEdition

### 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.

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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