

Press Note

Mahindra debuts Electric Origin SUVs Named XEV 9e and BE 6e

World Premiere at UNLIMIT INDIA, on 26th November in Chennai

Mumbai, November 04, 2024: Mahindra is set to introduce two pioneering electric brands, XEV and BE (pronounced *be*), on the Electric Origin **INGLO** architecture, at the **Unlimit India** World Premiere on **November 26, 2024**, in Chennai. Both brands will launch their first flagship products – the **XEV 9e** and the **BE 6e**.

The ground-up INGLO architecture, crafted with an Indian heart and a global outlook, packs intuitive, intelligent, and immersive innovations. From class-leading safety standards to exhilarating performance and impressive range and efficiency, INGLO is designed to deliver a multi-sensory driving experience.

The XEV 9e will redefine electric luxury, while the BE 6e delivers bold, athletic performance – the two Indian icons are ready to beat everyone on the globe with their unmissable design, unparalleled technology and unrivalled performance.

Watch the first teaser: <https://youtu.be/JONZYDoZArA>

For more information, visit [<https://www.mahindraelectricsuv.com/>] or follow us on social media for updates leading up to the launch event.

Social Media Addresses for Mahindra Electric Origin SUVs:

- Brand website: <https://www.mahindraelectricsuv.com/>
- Instagram: @mahindraelectricsuvs
- Twitter (X): @mahindraesuvs
- YouTube: @mahindraelectricsuvs
- Facebook: @mahindraelectricoriginsuvs
- Hashtags: #UnlimitIndia #XEV9e #BE6e #MahindraElectricOriginSUVs

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 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 / Twitter and Facebook: @MahindraRise/
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Media contact information

Siddharth Saha

Sr. Manager, Marketing Communications, Mahindra Automotive

Email – saha.siddharth@mahindra.com

You can also write to us on: automedienquiries@mahindra.com