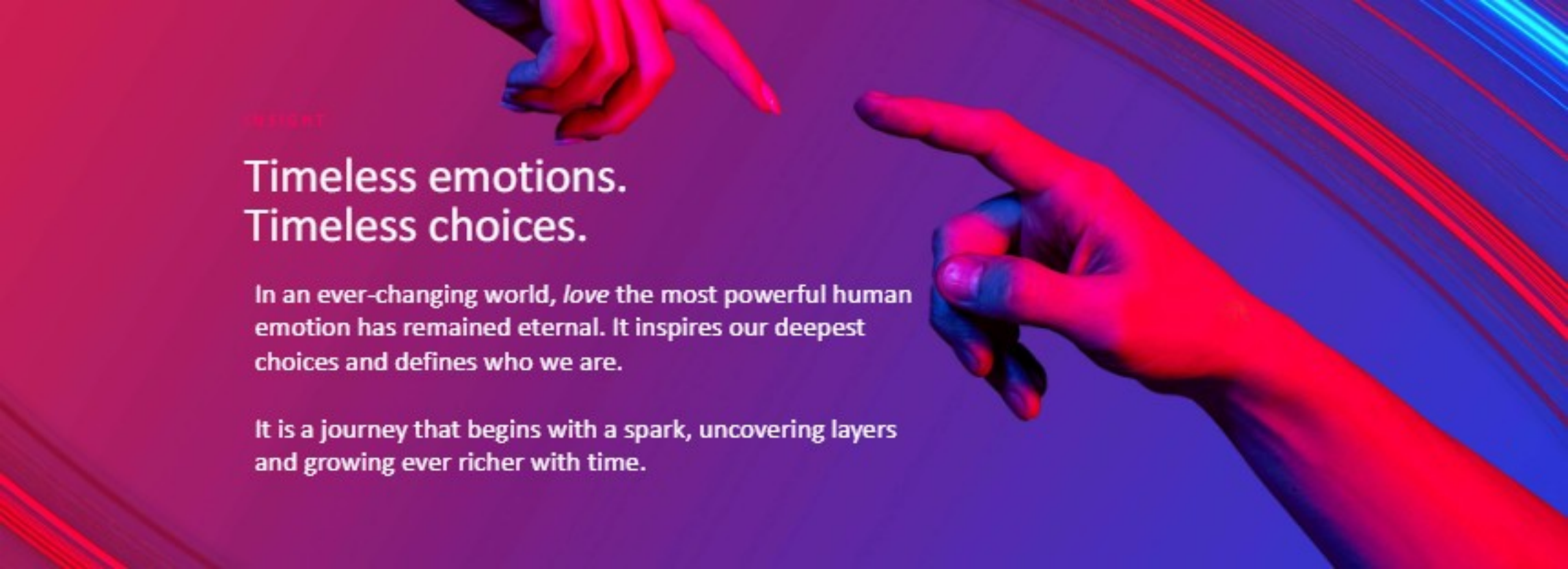




UNLIMIT
INDIA

The image features a central graphic of the Earth from space, with a bright sun rising over the horizon. The Earth's surface shows continents and oceans. Overlaid on the scene are several concentric, glowing rings in shades of blue and magenta, resembling orbital paths or data streams. The text 'UNLIMIT INDIA' is centered in a white, sans-serif font.

UNLIMIT INDIA

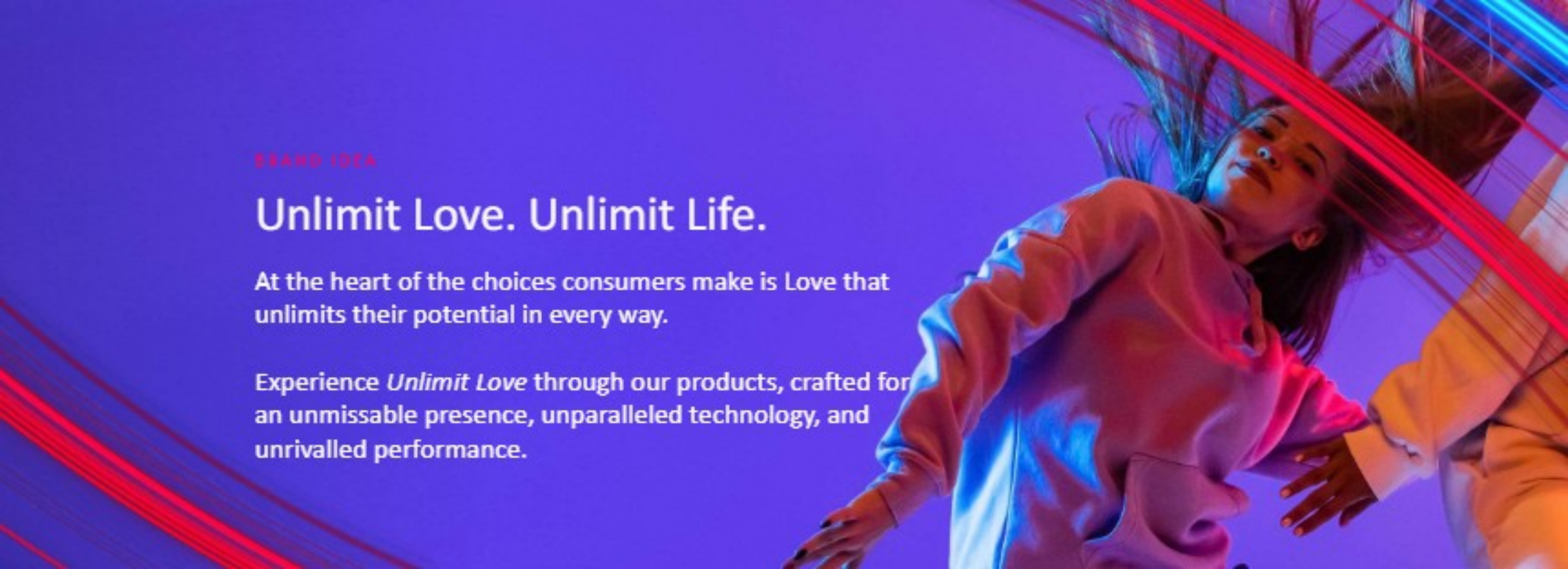
An artistic photograph featuring two hands reaching towards each other. The hand on the left is positioned at the top, with the index finger pointing down. The hand on the right is lower, with the index finger pointing up. The background is a deep blue, accented with vibrant red diagonal streaks that create a sense of motion and energy. The lighting highlights the contours of the hands, emphasizing the gesture of reaching or about to grasp.

INSIGHT

Timeless emotions. Timeless choices.

In an ever-changing world, *love* the most powerful human emotion has remained eternal. It inspires our deepest choices and defines who we are.

It is a journey that begins with a spark, uncovering layers and growing ever richer with time.

A woman with long dark hair, wearing a pink hoodie, is shown from the chest up, looking upwards with her arms outstretched. The background is a deep blue with several bright red diagonal light streaks. The overall mood is energetic and aspirational.

BRAND IDEA

Unlimit Love. Unlimit Life.

At the heart of the choices consumers make is Love that unlimits their potential in every way.

Experience *Unlimit Love* through our products, crafted for an unmissable presence, unparalleled technology, and unrivalled performance.

Life is the perfect embodiment of circularity—a seamless, endless flow of energy and growth. It reflects a lifestyle in perpetual evolution, constantly seeking boundless experiences.

Our identity intertwines the infinity symbol with the letter M, a graceful tribute to this *unlimit* journey of human life.



HEARTCORE
DESIGN

BE BRAND PERSONALITY

BE

Be Bold. Be Fierce. Be Limitless. Just BE.



XEV BRAND PERSONALITY

XEV

Xperience Suave Indulgence



A comparison of our two world-beating icons with
4 Luxury Brands with
price ranging between ₹ 50-70 Lakh*



*Ex-Showroom (UK) with VAT
GBP-INR Exchange Rate: 107



INGLO

Electric Origin Architecture

~1632



Galileo

1687



Isaac Newton

1824



Sadi Carnot

1876



Nicolaus Otto

1885



Birth of Automobile

Mechanical Origin

1752



Benjamin Franklin

1790



Alessandro Volta

1821



Marie Ampere

1831



Michael Faraday

1885



James Maxwell

1890



1st Electric
Automobile

Electric Origin

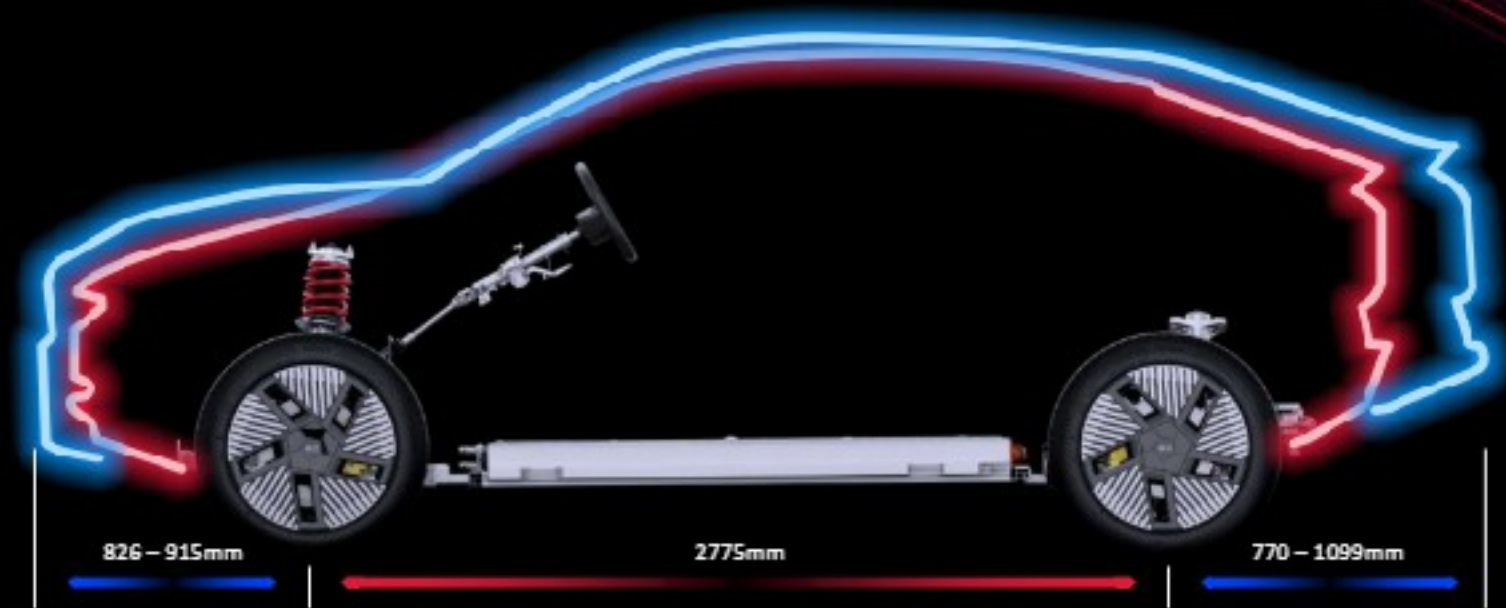
- Energy
- Efficiency
- Safety

INGLO is a benchmark in innovation

152 patents* & 45 design registrations*

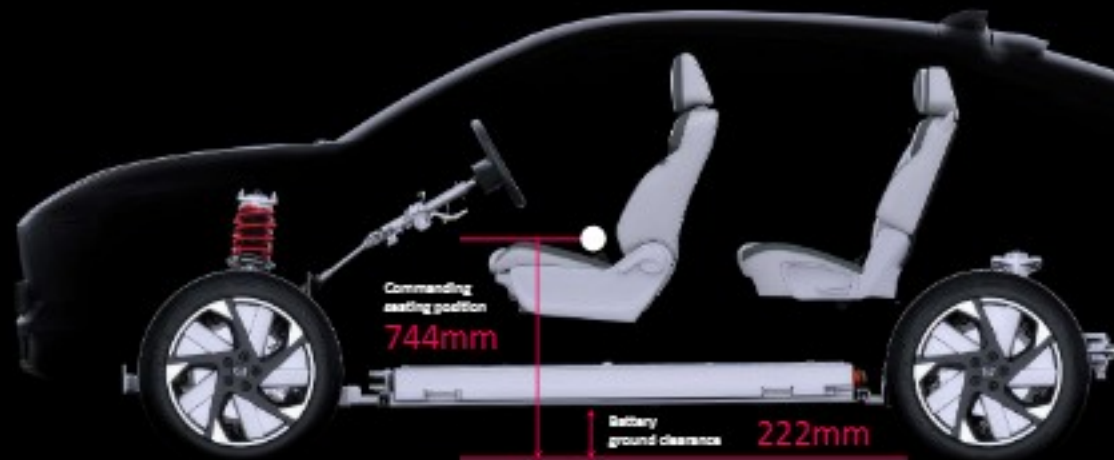


BE 6e and XEV 9e – both on INGLO



INGLO enables Mahindra's core SUV DNA

The best battery ground clearance and command seat position



Dimension	XUV 5e	Luxury 1	Luxury 2	Luxury 2	Luxury 4	BE 6e
Overall ground clearance (mm)	207	172	179	176	192	207
Battery ground clearance (mm)	222	172	186	186	207	218
Driver H point (mm)	744	625	620	624	652	691
Vehicle length	4789	4766	4724	4591	4654	4371

Source : Inhouse measurements

1617 litres of Front Cabin Space That's the best

Dimension	X5V 9e	Luxury 1	Luxury 2	Luxury 3	Luxury 4	9E 6e
Front cabin space (m)	1617	1529	1580	1572	1699	1522
Headroom (mm)	1006	1024	1028	1022	1008	1003
Legroom (mm)	1056	1051	1052	1070	1062	1064
Shoulder room (mm)	1522	1620	1661	1628	1626	1436

Source : Inhouse measurements



XEV 9e – The best Boot & Frunk Space

Dimension	XEV 9e	Luxury 1	Luxury 2	Luxury 3	Luxury 4	SE Ge
Boot volume* (litres)	663	562	600	612	814	433
Frunk volume (litres)	150	117	No frunk	No frunk	No frunk	45
Overall vehicle length (mm)	4765	4765	4784	4591	4664	4371

Source: Inhouse measurements

Boot

663 litres

Frunk

150 litres

* Boot volume measured up to backrest as per VDA – ISO V 211



INGLO enables the best vehicle dynamics



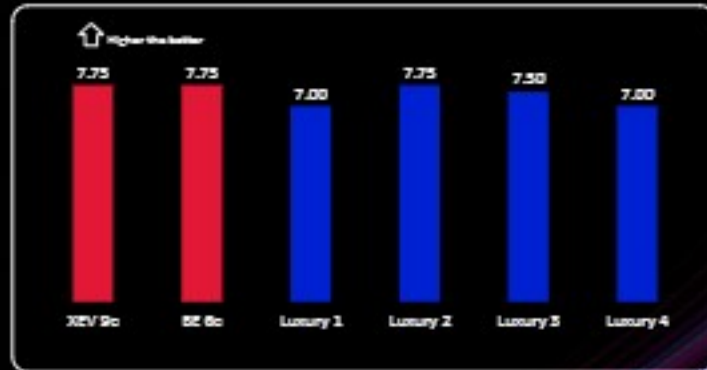
Ride comfort

Handling

Ease of use

Fun to drive

Overall vehicle dynamics : evaluation by Applus IDIADA, Spain



Setting a new standard in RIDE quality with The Intelligent semi-active suspension

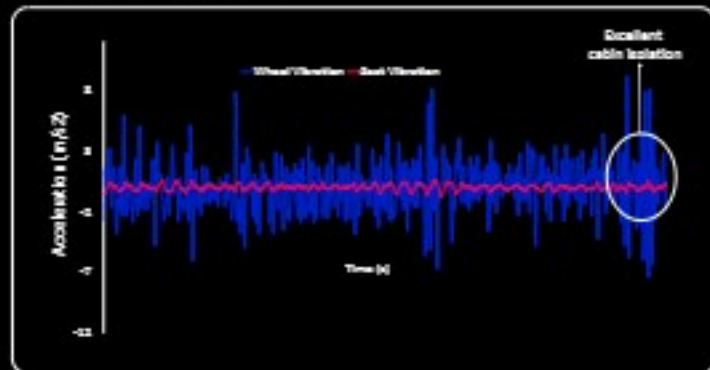
15 ms

Real-time control
of damping force

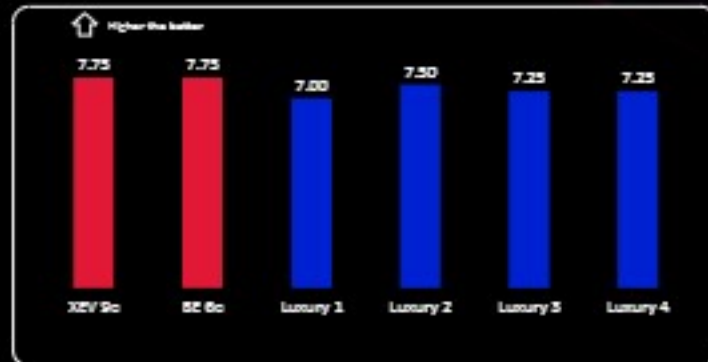
Ride modes

Power of choice

Ride comfort – Road inputs isolation



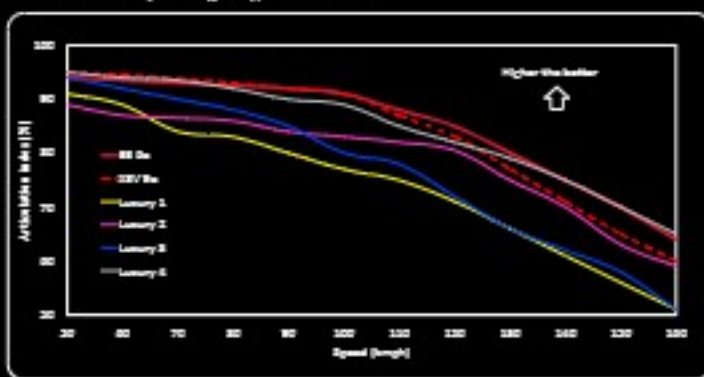
Ride comfort*: evaluation by Appluz IDIADA, Spain



* SE and XEV tested with R29 test results

One of the quietest in-car experiences

Articulation Index (Sound Quality) Driver-car noise



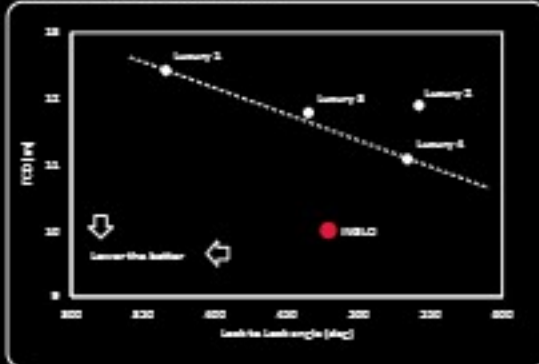
Source : Inhouse measurements



10m Turning circle diameter and Best Maneuverability



Best in class TCD & Lock to Lock angle



Lowest steering efforts during parking - Normalized values in %



Evaluation by Applix IDADA, Spain

Powerful & Intelligent brakes

Time to lock

200_{ms}

Range benefit*

18%

Value added functions

46+

BLAC motor

800_w

100 to 0 kmph in 40 meters



Integrated Electronic Booster (IEB)

Brake by wire

*Up to 18% benefit by maximizing recuperation potential



Protection with maximum filtration of UV rays

200- 400 nm UV rays are filtered to

99.5%

☐ Windshield glass ☐ Roof glass ☐ Side glass

Source : Inhouse measurements

- Health
- Comfort
- Range (AC ON condition)



The fastest to cool with the purest air quality

Highest cabin airflow

535 m³/hr

Smart Air Purifier*

VR LED

PM 2.5 sensor

AQI

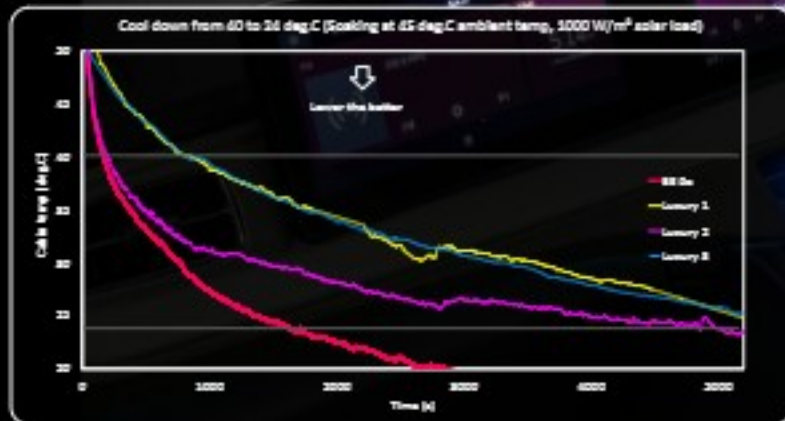
(Air quality Index)

Activated Carbon Filter

95 %

(PM2.5 filtration efficiency)

* VR LED – Visible Ray Light Emitting Diode 470 nm wavelength.
Neutralizes microbes and odour



Source: Inhouse measurements

7 airbags with the reinforced BIW structure

Frontal crash protection

30 g peak deceleration

400 kJ impact energy



Side crash protection



7 airbags, 3 point ELR



ELR – Emergency Locking Retractor

Break-through Battery Technology with 35 patents*

Advanced LFP Blade Cell

79 & 59 kWh

Scalable LFP Energy Density

141.5 Wh/kg

High Efficiency

400 to 465 V

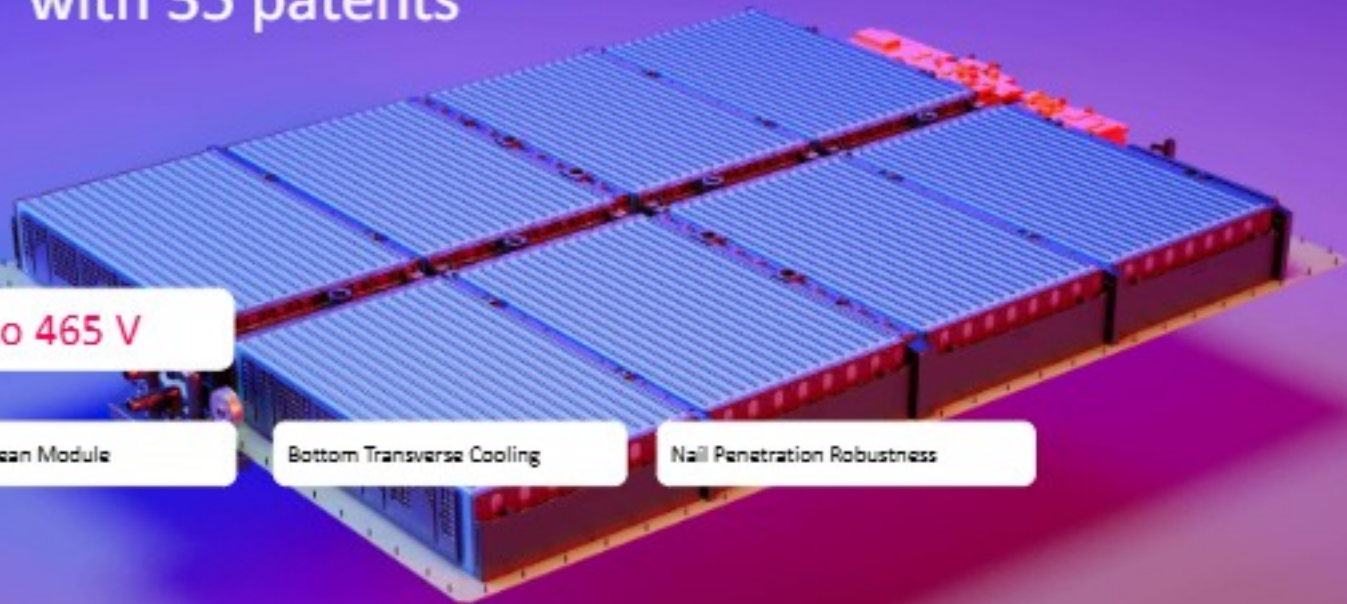
Cell to pack technology

Compact Lean Module

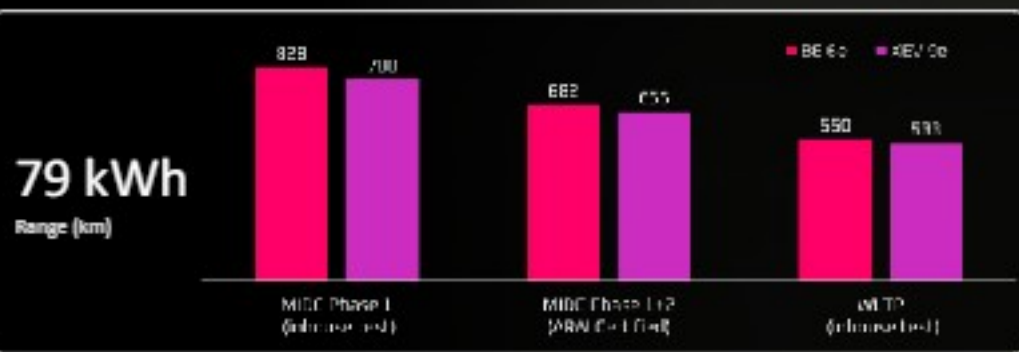
Bottom Transverse Cooling

Nail Penetration Robustness

* Patents applied



Impressive Range in Regulatory Cycles

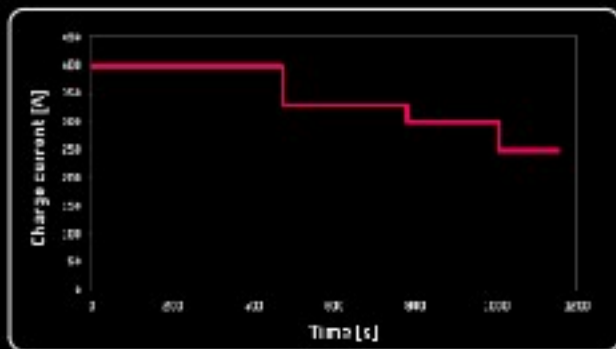


500+ km Real Range in metros with AC ON (79 kWh)



Fast-charge from 20% to 80% in just 20 mins*

* 20% to 80% in 20 mins*



Charge points validated

1600

Charge events completed

16,260

*200 kW DC Fast Charger

Battery robustness

14,577 hours and 55+ lakh kms

HV safety



Water leakage



Thermal



Vibration





CRUSH TEST 20 ton

Regulation : 10 ton

IMMERSION TEST 30
min

The background of the slide is black, featuring several bright, glowing, curved lines in shades of red and blue. These lines sweep across the frame from the corners towards the center, creating a sense of motion and energy. The lines are composed of multiple parallel streaks, giving them a blurred, light-trail appearance.

VIBRATION TEST

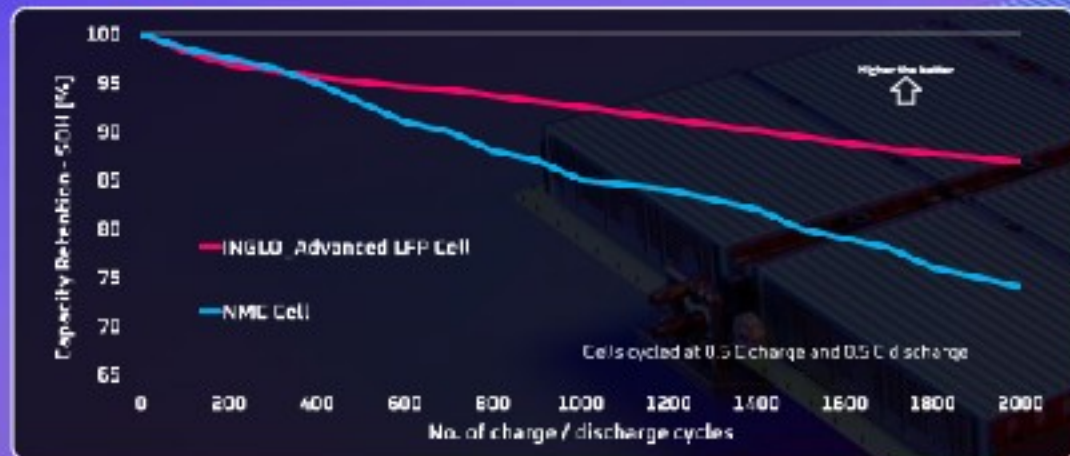
Random vibration: 8 g
Shock load : 30 - 50 g

FIRE RESISTANCE
3 MIN

Flame temperature
800 - 900 deg.C

World-class Battery – Life-time warranty*

Stable SOH over lifetime charge and discharge cycles



*For First Registered Owner. Applicable for Private Registration only.

In case of ownership change, warranty on EV Battery shall be 10 years or 300,000 km, whichever is earlier from the first ever date of delivery of the vehicle.

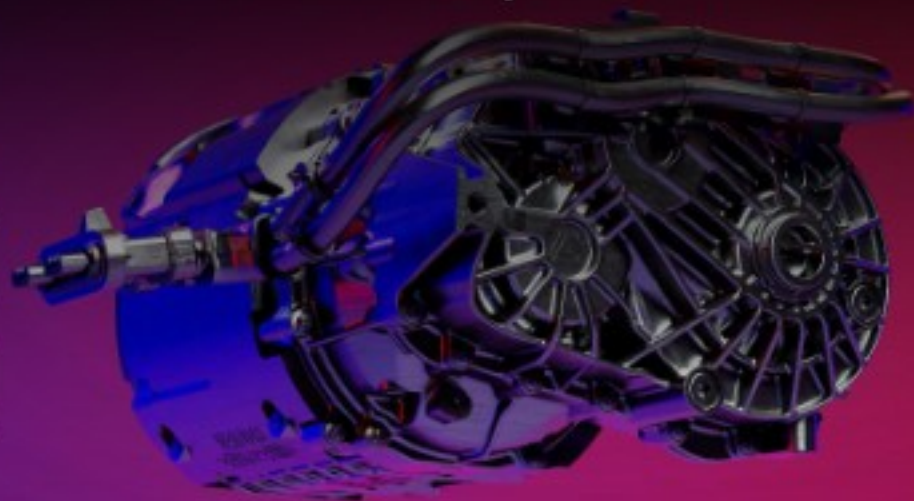
Full Details will be available at the time of 'Soalings' commencement.

Unmatched performance

Compact 3 in 1 powertrain

210 kW

380 Nm

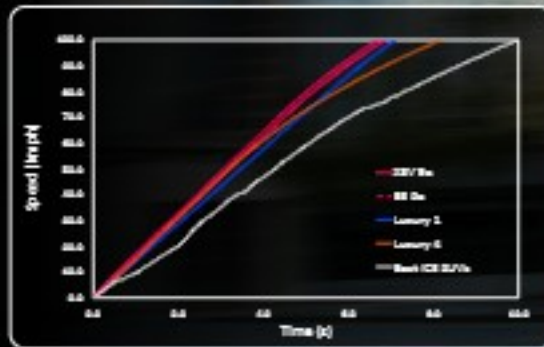


Best-in-class Power Density

2.0 kW/kg

0 to 100 km/h in just 6.7 seconds

Model	0 - 100 sec
XEV 9e	6.8
Luxury 1	7.1
Luxury 2	6.9
Luxury 3	6.1
Luxury 4	8.2
BE 6e	6.7
Best ICE	10.0



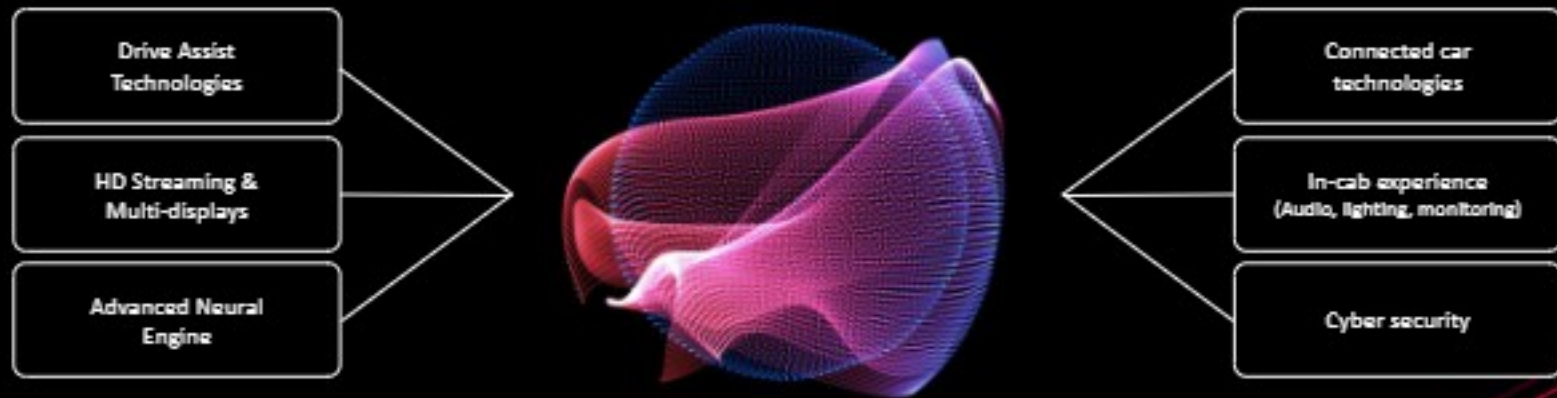
Source : Inhouse measurements





Mahindra Artificial Intelligence Architecture

Our vision was to create a 'WOW' through 'SOW'



SOW = Software On Wheels

MAIA – Mastermind of Software Defined Vehicle (SDV)

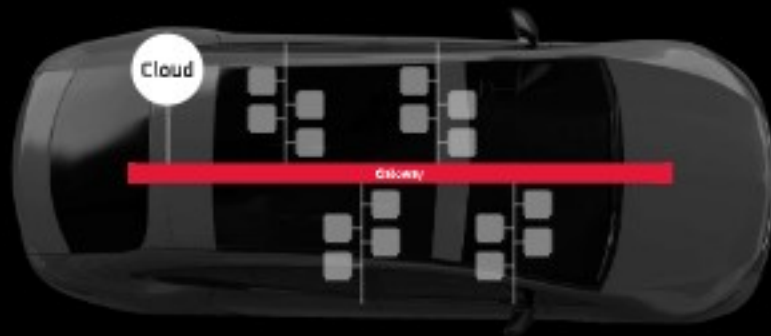
Software

- Cloud
- Applications
Services
UI/UX
- Car OS
Middleware
Platform software
- Platform hardware

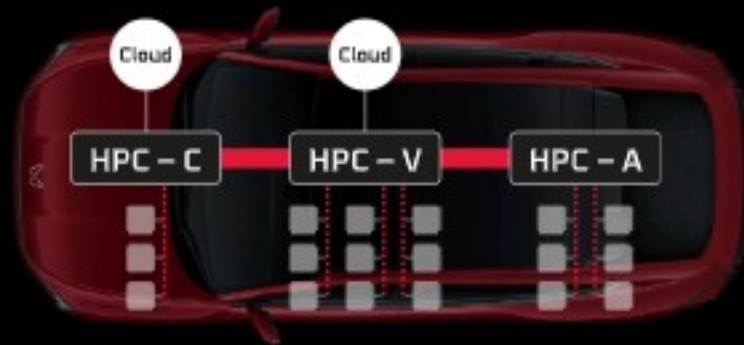


The Advanced Software Architecture of MAIA

Typical Distributed Architecture

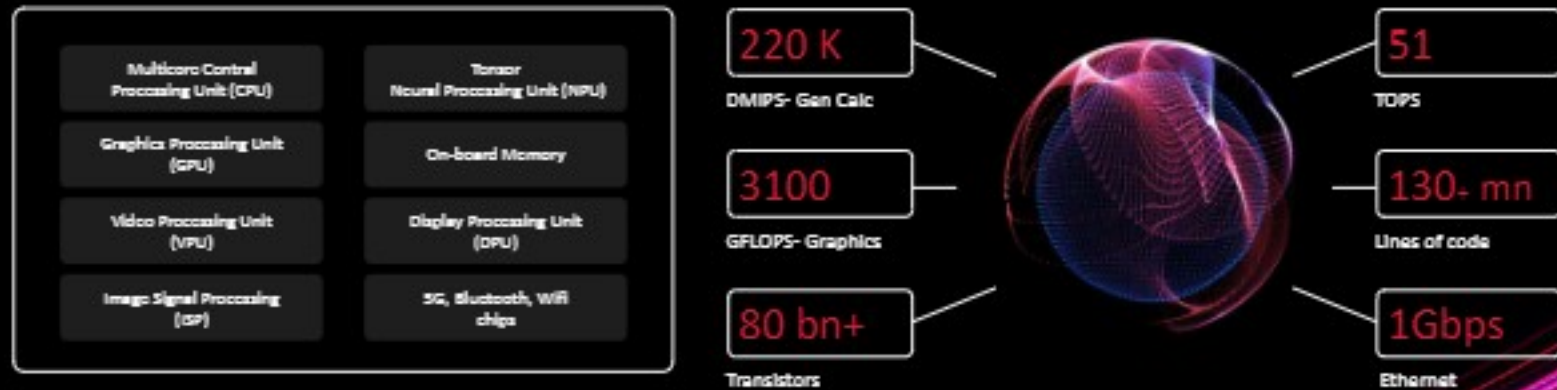


MAIA: Domain Architecture



Ethernet Backbone — CAN FD - - - - CAN / LIN —

MAIA – The most powerful mind in the automotive world



MAIA – The most powerful mind even in the mobile world

Two smartphones are shown, one on the left and one on the right, angled towards the center. They have vibrant screens displaying abstract patterns. The background is black with dynamic, glowing light trails in shades of red, orange, and blue that sweep across the frame, creating a sense of high speed and advanced technology.

Processor	MAIA	Lowery Phone*
CPU	220K DMIPS	150K DMIPS
GPU	5100 GLOPS	2227 GLOPS
NPU	51 TOPS	25 TOPS

*As per information available in public domain

The most powerful cockpit SoC in Automotive world

Qualcomm SA 8295

DMIPS

200 K

TOPS

46

GFLOPS

3000

Process node

5 nm

Snapdragon
Cockpit

SoC = System on Chip

Entertainment & Connected Hub

Graphical Processing Unit

6th Gen ADRENO

Cloud

AWS

Connectivity – 2.4 Gbps

QUECTEL 5G

Connectivity – 2.4 Gbps

WiFi 6.0, BT 5.2

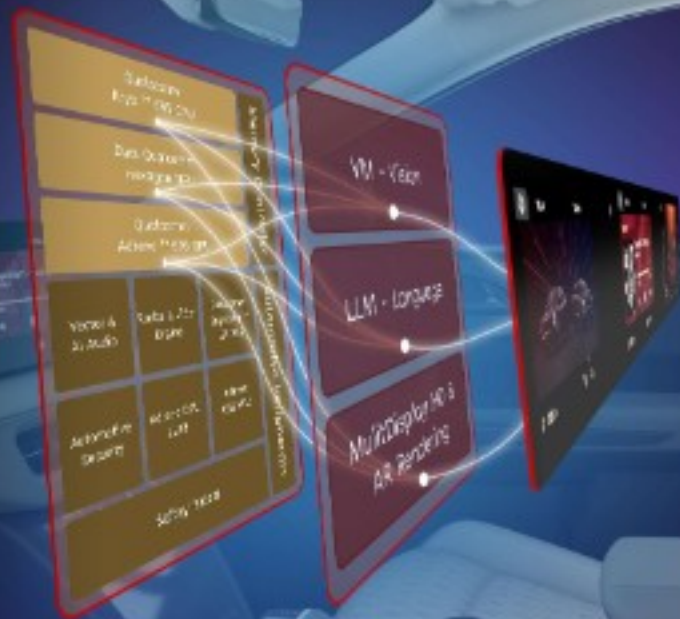
Modern gaming engines

Seamless access to music & movies

16 Speaker HK, Dolby Atmos

5G, CV2X*, Funbox, Secure 360, BYOD

* subject to regulatory approval



Advanced AI suite

Driver assist

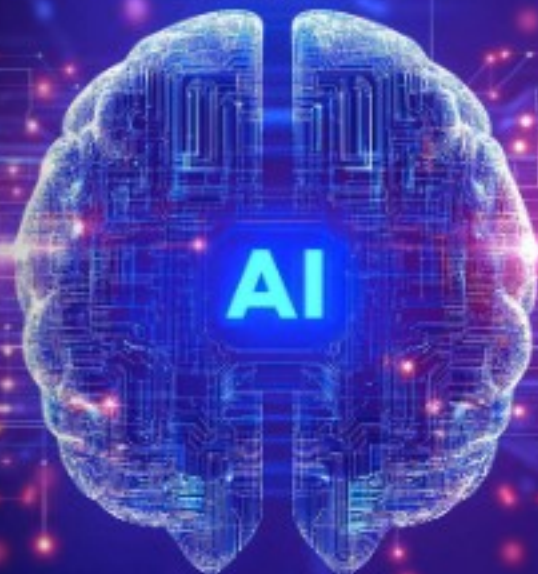
EyeQ*6 Mobileye

Park assist

TI TDA2

Cabin Monitoring, voice engine, Augmented Reality

Qualcomm 8295



The background features a vibrant, abstract design with a glowing horizontal line that transitions from a bright white-yellow center to a deep purple on the left and a fiery orange-red on the right. The overall effect is dynamic and energetic, with a sense of motion and light.

MAHINDRA SONIC STUDIO

Mahindra Sonic Studio Experience



- Mid-Range Speakers
- Tweeters
- Woofers / Subwoofer
- Amplifier

16 High performance speakers

15 Channel Amplifier

1400 Watts

Spectral Balance

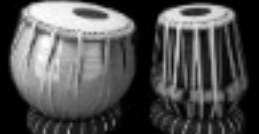
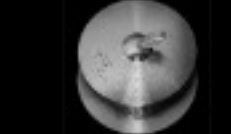
Spatial Envelope

QuantumLogic Immersion

VenueScapes (LIVE)

Dolby Atmos

Audio Frequencies in Music

Sub-bass	Bass	Mid	Treble	
Adds rumble and power; felt more than heard	Provides Power & foundational energy	Adds warmth, definition & clarity, to vocals & instruments	Adds Sparkle & Air	
20-60 Hz	60-250 Hz	250 Hz - 6 kHz	Presence 6 - 10 kHz	Brilliance 10 - 20 kHz
 	 	 	 	 

Mahindra Sonic Studio with QLI & DOLBY ATMOS

Parameter	Luxury 1	Luxury 2	Luxury 3	Luxury 4	XEV 9e & BE 6e
Sound system	14 speaker Inhouse brand	16 speaker Harman Kardon	16 speaker Bang & Olufsen	12 speaker Burmester	16 Speaker Harman Kardon
Dolby Atmos	No	No	No	Yes	Yes
3D Sound	Yes (Immersive)	No (Surround)	Yes (Surround)	No (Surround)	Yes (QLI immersive)

BE 6E / XEV 9E

Top 10 Hero Experiences



LOVE EXPANDS PERSPECTIVE

Experience the 110cm wide Cinemascope



Entertainment, Games, Office
BYD In-car Experience

Vehicle Controls and Key Features
Omni-present Bottom Bar & Customization

Crucial Info and Stats
Navigation & ADAS View

LOVE GETS THE HEART RACING

Race-Ready Digital Cockpit



LOVE IS ALWAYS IN YOUR LINE OF SIGHT

Augment your Reality with VisionX



500 m
Kalyani Na...



50

km/h



Kala chashma
12:36

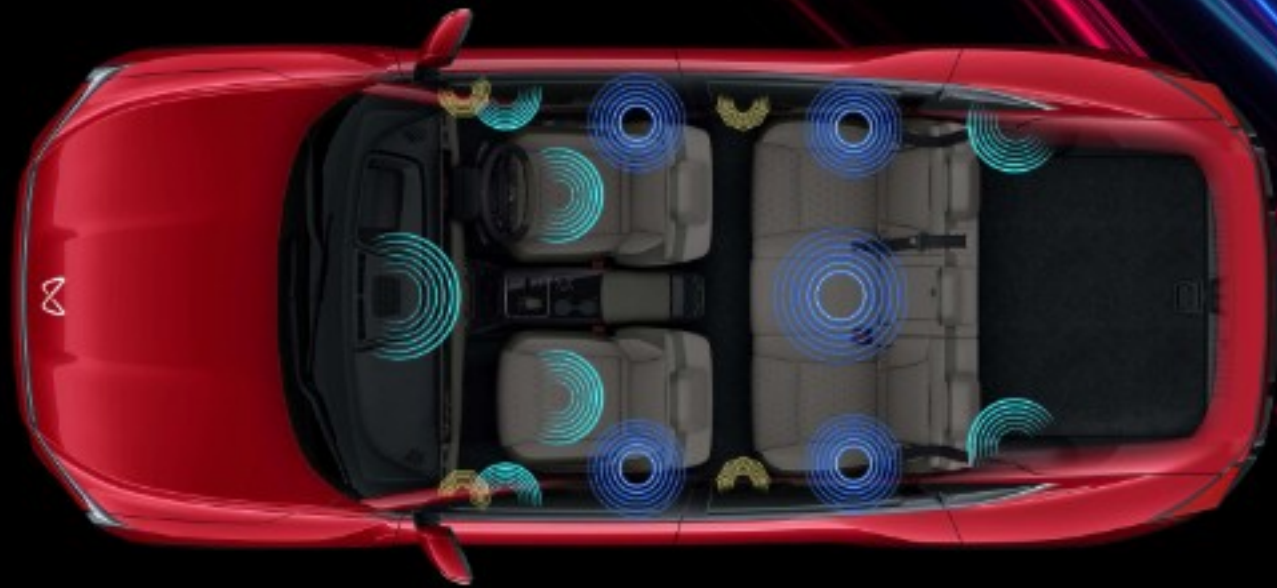
The background of the advertisement is the interior of a car, viewed from the passenger side looking towards the driver's seat. The ceiling is illuminated with a complex, glowing blue and red geometric pattern of interconnected lines and shapes, resembling a stylized spiderweb or a futuristic architectural design. The seats are dark, and the overall lighting is dim, with the primary light sources being the ceiling pattern and the ambient light from the car's interior.

LOVE LIGHTS UP YOUR WORLD

16 million hues in the sky,
all yours with the **Infinity**
Roof

EVERY BEAT A HEARTBEAT

16 Speaker
Harman Kardon
with Dolby Atmos



LOVE LETS YOU BE

LiveYourMood - Cozy, Calm & Club



LOVE LETS YOU BE

LiveYourMood - Cozy, Calm & Club



FROM ECO TO EGO

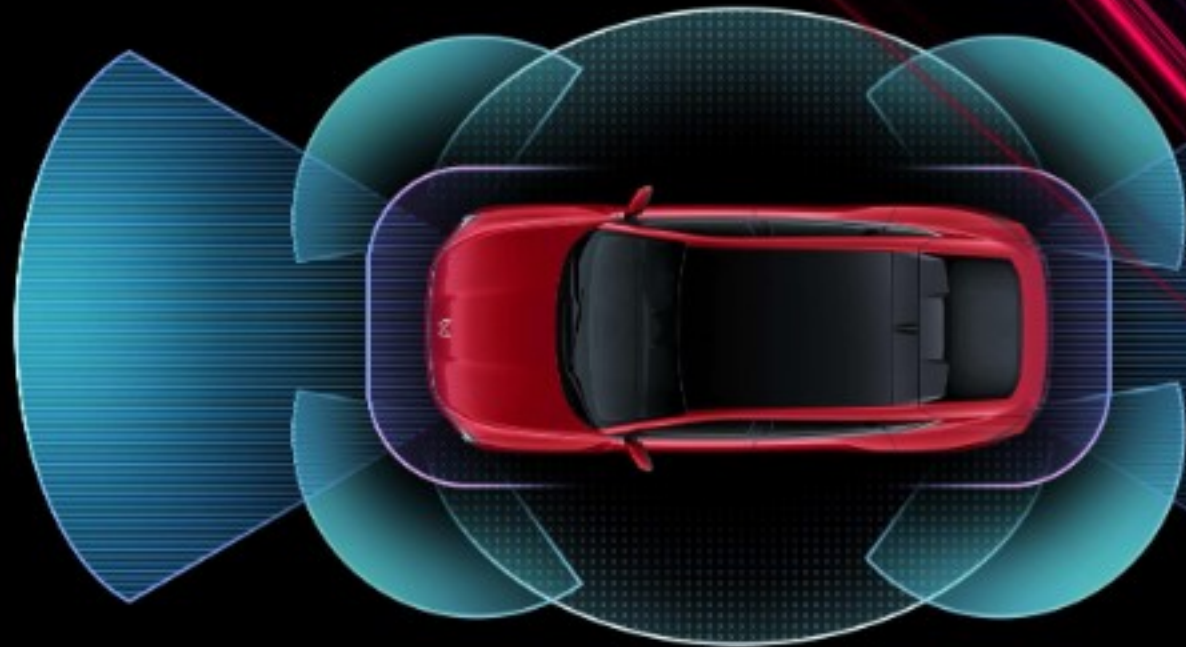
Multi Drive Modes

Range, Everyday, Race



LOVE'S GOT YOUR BACK
& FRONT & SIDES

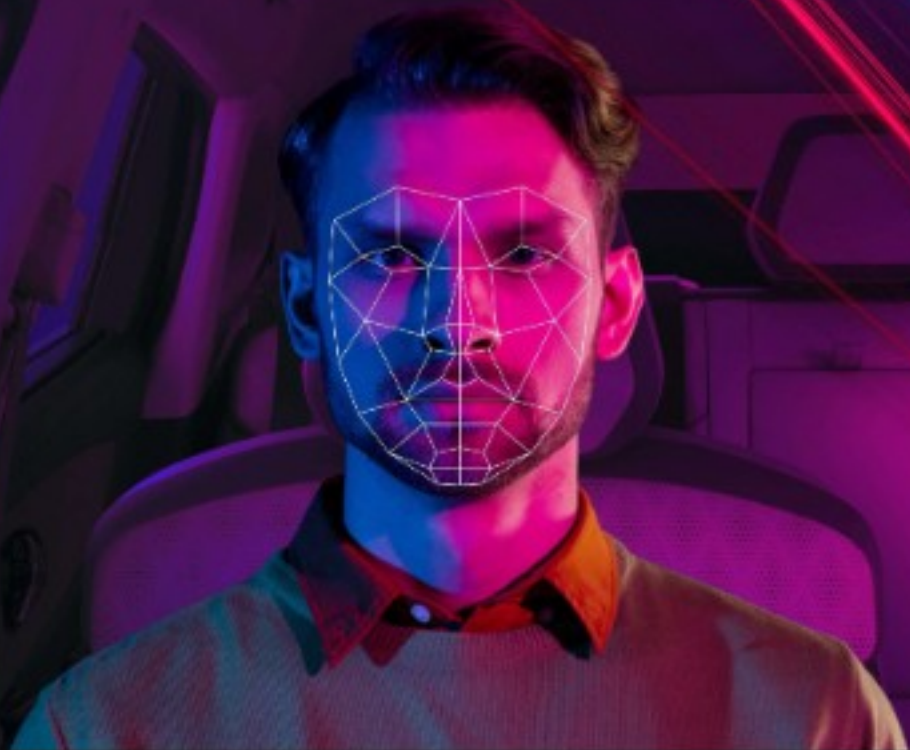
ADAS Level 2+ with 5 Radars 1 Vision System



LOVE IS IN TUNE WITH
YOUR EVERY MOVE

EyeDentity

A wide FOV camera that
tracks fatigue and sends
alerts



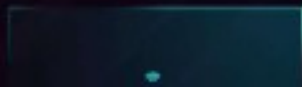
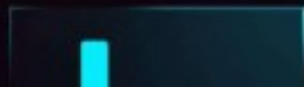
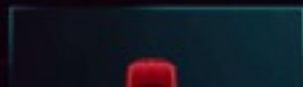
LOVE'S WATCHING,
EVEN WHEN YOU'RE NOT

Secure360 5 cameras for that Z-class security



LOVE WILL ALWAYS FIND A WAY

AutoPark 200+ spots in 1 touch





GO TO MARKET

WONDER ON WHEELS

500 people from luxury & premium brands to provide pre-purchase drive experience

A strong team of 400 tech-experts for seamless customer experience

OTA for seamless product experience



CHARGE^{IN}

by mahindra

Industry-first Relationship
Manager

350+ strong dedicated team



GO TO MARKET

GTM starts in a phased manner in
the latter part of Jan'25

Delivery from end
Feb'25- Mar'25



Media Tech Day

7th and 8th Jan 2025

Chakan, Pune

The image features a central graphic of the Earth from space, with a bright sun rising over the horizon. The Earth's surface shows blue oceans and white clouds. Overlaid on the scene are several concentric, glowing rings in shades of blue and magenta, resembling orbital paths or data streams. The text 'UNLIMIT INDIA' is centered in a white, sans-serif font.

UNLIMIT INDIA

The background is black with several curved, glowing lines in red and blue, resembling light trails or fiber optic paths, primarily located in the corners and along the edges.

Opportunity Sizing

UV1 Industry

Relevant Universe* is 44k per month

Sale of Top 2 Variants is 23k per month (50% of the relevant universe)

Top 2 variants avg on road price is ₹21.7L#

* Excluding MPVs such as Ertiga, Rumion

On road price Chennai

BE 60

ONE



BE 6e



Performance

59 kWh Battery Pack

Superfast Charging Capability:
30 to 80% in just 30 mins with
160 kW DC Charger

Best-in-class Power of 170 kW

Electric Power Steering with
Variable Gear Ratio

30 metre Turning Circle Diameter

Multiple Driving Modes with Boost Mode

One-touch Single Pedal Drive

SonicSuite with Virtual Engine Sounds

4-Link Front Suspension & 5-Link Rear
Suspension

MTV-CL technology

Frequency Dependent Damping

Low Rolling Resistance Tyres

Cruise Control

Design

Race-ready Digital Cockpit

Illuminated Logo

24-LED Headlamps with DRLs

LED Tail lamp

Premium Fabric Upholstery

Stylish 18" Wheels with Aero Covers

Premium Finish Exterior Cladding

Safety

6 Airbags

High Stiffness Bodyshell

All Wheel Disc Brakes

Brake-by-Wire Tech

Intelligent Electronic Brake Booster with 48

Value Added Features

Driver Drowsiness Detection

Electronic Parking Brake

Rear Parking Sensors with HD Camera

Low Tyre Pressure Indication

Technology

Dual Super Screens

Qualcomm Snapdragon Chipset

Wireless Android Auto & Apple CarPlay

Superfast 5G Connectivity

Pre-installed OTT, Social Media, News,
Shopping Apps

8000 In-Car experience

Connected Features like Cabin Precooling,
Scheduled Charging

4 Speakers & 2 Tweeters

Built-in Amazon Alexa

STANDOUT FEATURES

Comfort & Convenience

Push Button Start

Spacious Front & Trunk

Auto Headlamps

Rain Sensing Smart Wipers

ESC with Rear AC Vents

Height Adjustable Driver Seat
& Seat Belt

Tilt & Telescopic Steering

Silent Tyres with NVH Reduction Tech

Cooled Console Storage

66 W Type C Fast Charging Ports
for Front & Rear

60:40 Split In 2nd Row Seats with
3-Step Recline

BE 6e

INTRODUCTORY EX-SHOWROOM PRICE



₹ 18.90 Lakh

TERMS :

Above price does not include charger & installation cost

Two charger options of 7.5 kWh and 11.2 kWh will be made available on chargeable basis.

BE 6E



INTRODUCTORY PRICE

INDICATIVE ON-ROAD IN CHENNAI

₹ 20.36 Lakh

Conditions:

On road prices will vary based on state policy on taxation, registration and road tax.

On road prices assume 7% insurance premium and 1% TCS.

Above price does not include charger & installation cost.

Two charger options of 7.5 kWh and 11.2 kWh will be made available on chargeable basis.

UV 2 & 3 Industry

Relevant universe* is 42k per month

Sale of Top 2 Variants is 18k per month (45%)

Top 2 variants avg on road price ₹30.2L #

* Excluding XL6

On road price Chennai

XEV 9e



XEV 9e



Performance

59 kWh Battery Pack

Superfast Charging Capability:
20 to 80% in just 20 mins with
160 kW DC Charger

Best-in-class Power of 170 kW

Electric Power Steering with
Variable Gear Ratio

10 metre Turning Circle Diameter

Multiple Driving Modes with Boost Mode

One-touch Single Pedal Drive

SonicSuite with Virtual Engine Sounds

4-Link Front Suspension & 5-Link Rear
Suspension

MTV-CL technology

Frequency Dependent Damping

Low Rolling Resistance Tyres

Cruise Control

Design

Illuminated Logo

BI-LED Headlamps

LED Tail lamp

Premium Fabric Upholstery

Stylish R15 Wheels with Aero
Covers

Premium Finish Exterior Cladding

Safety

6 Airbags

High Stiffness Bodyshell

All Wheel Disc Brakes

Brake-by-Wire Tech

Intelligent Electronic Brake Booster with
4G Value Added Features

Driver Drowsiness Detection

Electronic Parking Brake

Rear Parking Sensors with HD Camera

Low Tyre Pressure Indication

Technology

Coast-to-Coast Triple Super Screens

Qualcomm Snapdragon Chipset

Wireless Android Auto & Apple
CarPlay

Superfast 5G Connectivity

Pre-installed OTT, Social Media, News,
Shopping Apps

BYOD In-Car experience

Connected Features like Cabin Precooling,
Scheduled Charging

4 Speakers & 2 Tweeters

Built-in Amazon Alexa

STANDOUT FEATURES

Comfort & Convenience

Push Button Start

Spacious Front & Trunk

Auto Headlamps

Rain Sensing Smart Wipers

FSTC with Rear AC Vents

Height Adjustable Driver Seat
& Seat Belt

Tilt & Telescopic Steering

Silent Tyres with NVH Reduction Tech

Cooled Console Storage

65 W Type C Fast Charging Ports for Front
& Rear

60:60 Split in 2nd Row Seats with
Multi-Step Recline

XEV 9e



INTRODUCTORY EX-SHOWROOM PRICE

₹ 21.90 Lakh

TERMS :

Above price does not include charger & installation cost

Two charger options of 7.5 kWh and 11.2 kWh will be made available on chargeable basis.

XEV 9e



INTRODUCTORY PRICE

INDICATIVE ON-ROAD IN CHENNAI

₹23.59 Lakh

Conditions:

On road prices will vary based on state policy on taxation, registration and road tax.

On road prices assume 7% insurance premium and 1% TCS.

Above price does not include charger & installation cost.

Two charger options of 7.5 kWh and 11.2 kWh will be made available on chargeable basis.

