

M&M aims to sell 5K units of new EV models per month

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Mahindra and Mahindra (M&M), which is set to start bookings for the new electric vehicles BE6 and XEV 9e from February 14, aims to sell 5,000 units of these EVs per month in the initial phase of the launch. The deliveries will begin from March, the company said.

Veejay Nakra, president, automotive division of M&M, said the vehicles will be manufactured at its Chakan plant using 100 per cent renewable energy. He added that test drives will begin from January 14, starting with six cities.

In November, the automaker had unveiled the BE 6 'ONE' and XEV 9e 'ONE' priced at ₹18.9 lakh and ₹21.9 lakh respectively. On Tuesday, they unveiled the next variant 'THREE' for both EVs, with the BE 6 priced at ₹26.9 lakh and XEV 9e at ₹30.5 lakh. The firm compared the vehicles with global EVs like Tesla, BMW, among others, in terms of features, battery power, and range. The Harrier EV and Creta EV are also expected to launch this year.

Union minister for road transport and highways Nitin Gadkari took a ride recently in BE 6 and he commended the automaker for advancements in EV tech.

M&M also said that customers can opt for both variants (ONE and THREE) at the same EMI if the financing is through Mahindra Finance.

