

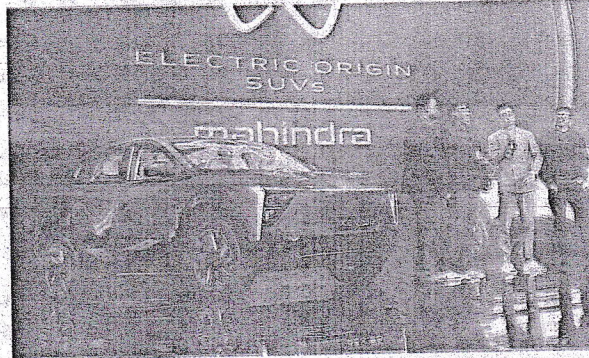
Mahindra unveils two electric SUVs

G Balachandar
Chennai

Mahindra & Mahindra (M&M), a leading manufacturer of SUVs, on Tuesday took the wraps off of its new electric SUV coupes, BE 6e and XEV 9e, built on the company's new INGLO platform at the Mahindra Research Valley near Chennai.

The BE 6e is priced at an introductory ₹18.90 lakh (ex-showroom), with an estimated on-road price of ₹20.36 lakh in Chennai. The XEV 9e comes with an introductory price of ₹21.90 lakh, and its on-road price is expected to be around ₹23.59 lakh in Chennai. "With competitive pricing and segment-first features, we believe these SUVs will create their own customer segment," said Rajesh Jejurikar, ED & CEO (Auto and Farm Sector), M&M, during the unveiling of the two SUVs.

EARLY-2025 DELIVERIES
The BE 6e and XEV 9e will be



GREEN PUSH. Mahindra & Mahindra officials at the launch of electric SUV coupes BE 6e and XEV 9e in Chennai BUJOY GHOSH

launched in a phased manner starting late-January 2025, with deliveries expected to begin by February-end or early-March 2025.

"Both models deliver a real-world range of over 500 km in metro conditions with the air conditioning running, based on in-house testing," said R Velusamy, President - Automotive Product Development, M&M.

The BE 6e accelerates from 0 to 100 km/h in 6.7 seconds, while the XEV 9e

achieves the same in 6.8 seconds. In addition to their strong performance, both SUVs come equipped with high-end features typically found in luxury cars.

The launch aligns with Mahindra's long-term electric vehicle strategy, unveiled in August 2022 in Oxfordshire, the UK, by Anand Mahindra, Chairperson, M&M. The company aims to sell 20-30 per cent of its SUV portfolio as electric vehicles by 2027.