

PRESS RELEASE

Jammu Motor Mahindra Launches Electric Origin SUVs “BE 6” and “XEV 9e”

Jammu, Feb 7th, 2025: **Jammu Motor Vehicles LLP (an Authorized Dealership of MAHINDRA & MAHINDRA) at B C Road, Rehari** proudly launched Electric Origin SUVs **BE 6** and **XEV 9e**. These vehicles were unveiled by **Shri Satish Sharma ji, Hon'ble Cabinet Minister, Jammu & Kashmir Govt.** in the presence of **Shri Swatantar Aggarwal Ji-Chairman of Aggarwal Group, Mr. Agnivesh Garg-Area Sales Manager for Mahindra & Mahindra, Mr. Vineet Aggarwal-Managing Partner of Jammu Motor Vehicles, Mr Nitin Aggarwal-Partner of Jammu Motor Vehicles, other Directors & Family members of Aggarwal Group** along with dignitaries from prestigious **Banks, NBFCs, Customers** and **Staff Members of the dealership.**

While speaking on this occasion, **Mr. Agnivesh Garg-Area Sales Manager for Mahindra & Mahindra,** said, “**Mahindra has rewritten the rules of electric mobility with the launch of its flagship Electric Origin SUVs, the BE 6e and XEV 9e. They are built on a grounds-up revolutionary electric origin architecture INGLO and are powered by MAIA, the fastest automotive mind in the world. These vehicles embody Mahindra’s vision of “Unlimit India”—an era where Indian innovation and design not only challenge global benchmarks but set new ones. Mahindra’s brand strategy is built on the commitment of creating vehicles that resonate deeply with those who seek experiences that align with their aspirations and unlimit their potential. The BE 6e, with its sporty, performance-driven appeal, is crafted for explorers and achievers who love pushing boundaries, embodying the thrill of adventure and precision. The XEV 9e, on the other hand, redefines indulgence, offering unparalleled luxury with refined elegance. With class-leading range, intelligent ride dynamics, cutting-edge safety features, and a cinematic in-cabin experience, these Electric Origin SUVs are not just vehicles—they are expressions of a bold, authentic lifestyle.**

On the occasion, **Mr. Vineet Aggarwal, Managing Partner, Jammu Motor Vehicles LLP, said,** “**Mahindra, at its Unlimit India Tech Day, 7th Jan 2025, announced the prices for the top-end (Pack Three) variant of its flagship Electric Origin SUVs—BE 6 and XEV 9e. Catering to the growing inclination of customers towards premium EVs, Mahindra will launch Pack Three exclusively in the first phase for both BE 6 and XEV 9e. To make Pack Three more accessible, Mahindra introduces a unique program “Three for Me”. This program, brought in by Mahindra Finance, ensures that Pack Three variants can be owned at the same monthly EMI as Pack One, with a balloon payment at the end of six years. Pack Three takes luxury and performance to new heights, blending advanced safety, cutting-edge features, and premium design. Built on Mahindra’s highly efficient INGLO electric skateboard architecture, these variants feature a powerful 210 kW motor that accelerates the BE 6 from 0-100 km/h in 6.7 seconds and the XEV 9e in 6.8 seconds. A certified range of 683 km (MIDC Part 1 & 2) for the BE 6 and 656 km (MIDC Part 1 & 2) for the XEV 9e ensures exceptional practicality, supported by fast charging capability (20-80% in under 20 minutes with a 175 kW DC charger).**”

At the heart of these SUVs is MAIA, Mahindra Artificial Intelligence Architecture, capable of performing 50 Trillion operations per second. Powered by the Qualcomm Snapdragon 8295 and featuring 24 GB of RAM and 128 GB of storage, it is the fastest automotive brain in the world. With WiFi 6.0, Bluetooth 5.2, Quetel5G and Over-the-air-updates, it delivers real-time updates, seamless connectivity, and lightning-fast processing power, ensuring a future-ready driving experience.

- Moreover, all these Mahindra Electric Origin SUVs **BE 6 and XEV 9e** comes with **Lifetime battery warranty for both 79 kWh and 59 kWh battery packs. Valid for first registered owners only and applicable only on private registration. In case of ownership change, warranty on high voltage battery will be 10 years or 200,000 km, whichever is earlier from the first ever date of delivery of the vehicle. Full Details will be available at time of booking.**

Hero Features of Pack Three:

- **Wide Cinemascope in XEV 9e:** An immersive 110.08 cm wide spectacle.
- **Race-Ready Digital Cockpit** in BE 6
- **VisionX:** Augmented-reality Heads Up Display (AR-HUD)
- **Infinity Roof and LightMeUp** Ambient Light
- **Sonic Studio Experience by Mahindra:** 16-speaker Harman Kardon sound system with Dolby Atmos
- **LiveYourMood:** Pre-set themes (Calm, Cozy and Club) with signature sonic tunes curated by AR Rahman, custom driver seat, ambient light & climate control adjustments
- **Multi-Drive Modes:** Range, Everyday, Race & Boost mode
- **ADAS Level 2+ with 5 radars and 1 vision system:** Ability to detect animal, pedestrian, barricades and different types of vehicles
- **EyeDentity:** The Driver and Occupant Monitoring System (DOMS) to track driver fatigue. This also doubles as selfie camera for clicking pictures and for video calls
- **Secure360:** Detects and records surroundings with 360-degree camera and inside with in-cabin camera and stores in the vehicle. It also provides live view via mobile app
- **Autopark:** Features 12 ultrasonic sensors enabling perpendicular, angular & parallel parking along with reverse assist and remote-controlled option

Mr. Vineet Aggarwal, further said, "Mahindra Electric Origin SUVs Bookings will be opened for all 9 variants on 14 February, 2025, 9 AM offering customers the power of choice. Deliveries start mid-March 2025 for Pack Three; all other packs between June and August 2025. Customers can add their preference for model and variant of their choice from February 6, 2025, 10 AM onwards on the official website (<https://www.mahindraelectricssuv.com/>).

Vehicle Ex-Showroom Price & Start of Deliveries Timeline

Variant	Battery Pack	BE 6*	XEV 9e*	Deliveries Start
Pack One	59 kWh	₹ 18.90 Lakh	₹ 21.90 Lakh	August 2025
Pack One Above	59 kWh	₹ 20.50 Lakh	N/A	August 2025
Pack Two	59 kWh	₹ 21.90 Lakh	₹ 24.90 Lakh	July 2025
Pack Three Select	59 kWh	₹ 24.50 Lakh	₹ 27.90 Lakh	June 2025
Pack Three	79 kWh	₹ 26.90 Lakh	₹ 30.50 Lakh	Mid-March 2025

*Disclaimers:

- Price does not include charger & installation cost; Billing will be done with either of the two charger options at an additional cost of ₹ 50,000 for 7.2 kW or ₹ 75,000 for 11.2 kW charger.
- Prices would be as applicable at time of delivery for all variants.

Shri Satish Sharma Ji, Hon'ble Cabinet Minister J&K Govt. addressed all guests and said "Ladies and gentlemen, esteemed guests, and fellow citizens of Jammu, It is my honor to stand before you today to unveil Mahindra's latest innovation in electric mobility - the BE 6 and XEV 9e. These Electric Origin SUVs mark a significant milestone in India's journey towards a sustainable future. As we gather here today, I am reminded of the immense potential that lies within our nation. The BE 6 and XEV 9e are not just vehicles; they represent India's ability to innovate, to adapt, and to thrive in a rapidly changing world. Both vehicles are built on Mahindra's revolutionary Electric Origin Architecture - INGLO, which combines cutting-edge technology with breakthrough innovation. With advanced features like fast charging, intelligent vehicle dynamics, and a range of up to 682 km, these SUVs are set to revolutionize the way we travel. As we move forward on this journey towards electric mobility, I would like to commend Mahindra for their commitment to innovation and sustainability. Their efforts to create a greener, more environmentally friendly transportation system are truly commendable. I would also like to take this opportunity to applaud the outstanding efforts of your esteemed dealership Jammu Motor Mahindra. In just two years, they have achieved remarkable success in consistently delivering exceptional customer satisfaction. Their commitment to excellence, innovative marketing strategies, and dedication to customer service have made them a shining example of entrepreneurial spirit and business acumen. I congratulate the entire team at JAMMU MOTOR MAHINDRA for their outstanding achievements. As we unveil these remarkable vehicles today, I invite you all to join me in embracing this new era of electric mobility. Let us work together to create a sustainable future for ourselves, our children, and our planet."

mahindra *Rise*

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While concluding the function **Mr. Nitin Aggarwal, Partner of Jammu Motor Vehicles** said that **JAMMU MOTOR MAHINDRA** is a trusted name in the automotive industry, offering a wide range of high-quality vehicles of Mahindra and Mahindra. He further said that with a customer-first approach, Jammu Motor Mahindra strives to exceed expectations and builds lasting relationships and then later he thanked all distinguished guests and customers for gracing the occasion with their benign presence.

JAMMU MOTOR VEHICLES LLP

Thanks, and Warm regards

Pawan Kohli

Jammu Motor Mahindra contact information

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