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Press Release

Mahindra XUV400 records 10,000 + bookings on the Extended Republic Day Weekend

- Over 10,000 bookings clocked across 34 cities on the extended Republic Day weekend
- Booked for approx. 7-month supply

Mumbai, January 30, 2023: Mahindra & Mahindra Ltd., pioneers of the SUV segment in India, recorded over 10,000 bookings for their recently launched e-SUV, Mahindra XUV400, since bookings commenced in 34 cities at 11:00am on January 26, 2023. This translates to an approx. seven-month delivery period.

Launched earlier this month, the all-electric SUV starts from INR 15.99 lakh. The introductory prices are applicable on first 5,000 bookings for each of the two variants. Mahindra aims to deliver 20,000 units of the XUV400 within a year of its launch based on current supply chain visibility. The deliveries of the XUV400 will begin in March 2023 for XUV400 EL and during the upcoming Diwali festive season for XUV400 EC.

Recently, the XUV400 entered the India Book of Records by setting a new record of maximum distance covered by an EV in a single day at sub-zero temperature. The drive started from Kyalang, Lahaul Spiti, Himachal Pradesh and covered a distance of 751kms in 24 hours.

Mahindra is also auctioning the one-of-one, exclusive edition of the All-Electric XUV400, a creative collaboration between Mahindra Chief Design Officer Pratap Bose and the award-winning fashion designer, Rimzim Dadu. The auction started January 26, at 11 am and ends on January 31, 2023, at 11.59 pm. The one-off XUV400 electric SUV will be handed over to the winning bidder on February 10, during the Mahindra EV Fashion Festival in Hyderabad. The winning bid will be matched by Mahindra and the amount will be distributed amongst the winners of the 'Mahindra Rise Sustainability Champion Awards' and/or to a charity of their choice.

Social Media Addresses for all-electric XUV400:

- Brand website: <http://mahindraelectricautomobile.com/xuv400>
- Twitter: https://twitter.com/Mahindra_XUV400
- YouTube: <https://www.youtube.com/channel/UC2MTeL5Tw9Q9jhCSSVRN0hg>
- Instagram: <https://www.instagram.com/mahindraxuv400>
- Facebook: <https://www.facebook.com/XUV400/>
- LinkedIn: <https://www.linkedin.com/company/mahindra-xuv400>
- Hashtag: #XUV400

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 vehicles, 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.



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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.

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