



PRESS NOTE

Mahindra launches its flagship XUV700 at the new Twin Peaks branded showroom; sets the benchmark in the premium SUV segment

- *Packing an unmissable presence, tough yet sophisticated experience, spirited performance, world-class safety and sci-fi technology, the disruptive XUV700 is set to redefine the benchmarks*
- *Introduced with Skyroof, 10.25" infotainment, 12 Sony speakers and electronic memory seats*
- *XUV700 has achieved five stars for adult occupants and four stars for child occupants in Global NCAP's crash tests*
- *With several first and best-in-class features, the XUV700 price starts at NPR 74 lacs*
- *Introductory price applicable for one month from the launch with deliveries commencing from February 2023*

Kathmandu, January 30th, 2023: Mahindra & Mahindra, India's leading SUV manufacturer, today launched its flagship global SUV – the XUV700 (pronounced as XUV, 7 double 'Oh') in Nepal making the long-awaited launch of the flagship SUV, a reality. Mahindra is confident that the XUV700 is a great fit for consumers in Nepal, anticipating a rush like never before! The XUV700 becomes the first Mahindra SUV in Nepal to come with the famed new identity – the twin-peaks logo. Nepal is the second market after South Africa where the XUV700 is being launched, outside India.

In Nepal, the XUV700 will come in a gasoline engine with manual and automatic options in five and seven-seater capacities.

The XUV700 is India's most awarded car with a total of **31 awards** including winner of the prestigious Indian Car of the Year Award 2022, and endurance record breaker, including scaling 4000 km in 24 hours. The XUV700 became the first Indian SUV to scale the highest motorable road in India – Umling La.

Mahindra XUV700 is launched at an attractive price starting at NPR 74 lacs. The introductory price is applicable for one month from the launch with early delivery in February 2023.

XUV700 sets a new benchmark in the premium SUV segment of Nepal. Premium features on board the SUV include a 10.25-inch touchscreen infotainment system and cluster, a six-way powered driver seat and class-leading music system with 12 Sony speakers. It also gets a panoramic sunroof and dual-zone climate control. Mahindra has also achieved a major milestone with the 5-star safety rating by GNCAP for adult protection and the SUV also became the first made-in-India and owned brand to offer Autonomous Emergency Braking (AEB) as a safety option. With its sci-fi technology, spirited performance, and world-class safety, the XUV700 is engineered to dial up adrenaline like never before.

Mahindra launches the XUV700 through Agni Incorporated, reinforcing 30 years of association. Nepal is a big market for Mahindra with a big base of existing customers.



The XUV700 will be offered from the Twin Peaks branded SUV showroom, which has been curated to provide Nepalese customers with a premium experience. Initially, the XUV700 will be offered from two Twin Peak branded showrooms at Kathmandu. The Twin Peaks network will be expanded to five showrooms across Nepal by March'23. The new showroom has been designed to elevate the customer experience and bring in a new customer base for Mahindra.

Variants and top features

AX3	AX5	AX7 (Luxury Pack)
<ul style="list-style-type: none"> • Dual HD 26.03 cm (10.25") Infotainment and 26.03 cm (10.25") Digital Cluster • 6 Speakers and Sound Staging • LED DRL and Front fog Lamps • Electrically adjustable ORVMs • 3rd row AC • 2nd row 60:40 one touch tumble • R17 Steel Wheels with covers 	<p>Offered over AX3 variant</p> <ul style="list-style-type: none"> • Skyroof™ • R17 Diamond Cut Alloy Wheels • Curtain Airbags • Electronic stability program • LED Clear-view Headlamps • Cornering lamps 	<p>Offered over AX5 variant</p> <ul style="list-style-type: none"> • Advanced Driver Assistance System (ADAS) • Driver Drowsiness Alert • Smart Clean Zone • Dual Zone Climate Control • R18 Diamond Cut Alloy • Leatherette Seat • 3D audio with 12 speakers • Electric smart door handles • 360° surround view • 6-Way Power seat with Memory • Side Airbags

Pricing details (ex-showroom in NPR) below

AX3 Series

AX3 Gasoline MT	74
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AX5 Series

AX5 Gasoline MT 5 Seater	81
AX5 Gasoline AT 5 Seater	89
AX5 Gasoline MT 7 Seater	83

AX7 Series

AX7L Gasoline MT	105
AX7L Gasoline AT	110

More about XUV700

Spirited Performance

The passionately engineered SUV brings the rush like never before with the 2.0mStallion Turbo-petrol engine at its heart – delivering exhilarating 147 kW power and 380 Nm of torque. The powerhouse is coupled with a smooth-shifting 6-speed manual & automatic transmission system, offering effortless and thrilling drive experience.



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Tough yet sophisticated

High stability and unparalleled dynamic capabilities come from the all-independent suspension setup developed with multiple terrains in mind. XUV700 offers best in class performance through multi-link suspension with stabilizer bar & FSD (Frequency Selective Damping) technology. While superior ride comfort is guaranteed, it also provides unparalleled dynamic capabilities in tune with the performance on offer.

Unmissable presence

The XUV700 packs an unmissable presence, including a striking front grille with the new Twin Peaks logo, wide track length and authentic SUV stance hints high-performance ability of the SUV. A first-in-segment feature – ‘Smart door handles’, prominent wheel haunches above the wheel arches, and LED Clear-view Headlamps with Automatic Boosting reinforces the sporty stance.

Sci-fi Technology

An immersive drive experience draws from a combination of features inside. Immersive 12-speaker 3D sound experience by SONY along with wireless charging and fully automatic electronic door handles treats customers with delight. Topping the XUV700 range, comes Mahindra’s Skyroof™ that creates an airy and light cabin ambience.

World Class Safety

Safety is one of the core pillars of XUV700 experience. Winner of the ‘Safer Choice’ award from Global NCAP in 2021 - the XUV700 was crash tested in November 2021 and secured a full 5-star rating for adult occupant protection and four stars for child occupation protection. The authentic SUV packs 7 airbags. It offers comprehensive Advanced Driving Assistance Systems (ADAS) in the AX7 variant. This includes Smart Pilot Assist, Adaptive Cruise Control, Automatic Emergency Braking, Lane Departure Warning, Lane Keep Assist and event Traffic Sign Recognition as standard. Newest generation stability control is standard in all variants. Automatic headlamps with High Beam Assist dynamically adjusts illumination of dark areas on the road, without blinding oncoming traffic. Safety is further taken care by tyre pressure monitoring systems, additional reverse camera, intelligent driver drowsiness detection system, and Stop and Go driving function as part of its adaptive cruise control.

About Agni Incorporated

Agni Incorporated Pvt. Ltd. as the authorized distributors of Mahindra utility vehicles and tractors Agni is the leading utility vehicles distributor in the country and has been successfully continuing the legacy of the Mahindra brand in Nepal. Ever since being an automobile importer, Agni Group has advanced tirelessly to be the premium seller of automobiles, spares & services and is unrivalled in scale, network and capabilities. Agni has an extensive network comprising of 80 plus dealers and branches across the country with an unmatched reputation in the automobiles business.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India



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and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate. 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.

To know more about Mahindra & XUV700:

- Brand website: www.mahindra.com.np
- Facebook: @MahindraAutoGlobal @MahindraAgniGroup
- Instagram: @MahindraAutoGlobal @MahindraAgniGroup
- YouTube: Mahindra Auto Global, Mahindra Nepal - Agni Group

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