



## PRESS NOTE

### Mahindra announces the prices for the 4x4 variants of the Thar ROXX

- **Power-packed Performance with mHawk Engine:** Powered by the 2.2L mHawk diesel engine, the Thar ROXX offers two power outputs. The 4x4 manual transmission (MT) powered by 111.9 kW and 330 Nm of torque, while the 4x4 automatic transmission (AT) is powered 128.6 kW and 370 Nm of torque.
- **Advanced Off-Road Capability:** Thar ROXX is built with state-of-the-art 4XPLORE technology, featuring a low-ratio transfer case, electronic locking differential for superior traction and go-anywhere capability.
- **Built for All Terrains:** Thar ROXX comes with superior water wading capability of 650 mm and is equipped with 4XPLORE technology that allows the vehicle to conquer challenging terrains with the help of multiple terrain modes (snow, sand and mud). Additionally, the Adventure Statistics Display provides real-time off-road driving performance metrics.
- **Revolutionary Off-Road Tech:** Thar ROXX democratizes off-roading with two groundbreaking features. CrawlSmart allows the driver to maintain a steady low speed without using pedals, enhancing control during obstacle navigation. IntelliTurn provides a tighter turning radius by locking one of the rear wheels, especially useful in off-road conditions.
- **Bookings and Deliveries Timeline:** Bookings open online and at dealerships starting October 3, 2024, with deliveries set to commence this Dussehra.

**Mumbai, September 25, 2024:** Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today revealed the introductory pricing for the 4x4 variants of the Thar ROXX. Prices for the 4x4 variants start at ₹ 18.79 lakh, offering an unbeatable mix of rugged off-road capabilities and premium comfort.

Thar ROXX, powered by the robust 2.2L mHawk diesel engine, comes in two power configurations. The 4x4 MT options delivers 111.9 kW and 330 Nm of torque, while the 4x4 AT boasts 128.6 kW and 370 Nm of torque for an exhilarating driving experience. Coupled with either a 6-speed manual or automatic transmission, and enhanced by the 4XPLORE system, this vehicle is designed to conquer all terrains. With brake locking differentials and electronic locking differentials, Thar ROXX offers unmatched traction and maneuverability, ensuring exceptional off-road performance.

Designed to dominate the toughest terrains, the Thar ROXX stands as a true off-road legend.

- The **4XPLORE System** provides superior traction through an **Electronic Locking Differential**, making challenging terrains feel effortless.



SPORT  
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VEHICLES

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- **India's first CrawlSmart Assist** which offers precise low-speed control **combined with IntelliTurn** that enables effortless tight turns, enhancing maneuverability in challenging environments
- Boasting best-in-class approach, departure, and ramp-over angles, along with a **650 mm water-wading depth**, the Thar ROXX is prepared for any adventure.
- **Gen II Adventure statistics display**, Compass, Roll & Pitch Altimeter along with Drive modes (Zip & Zoom).
- Terrain Modes (4x4) – 4XPLORE (Snow, Sand & Mud) further adds to the legendary capability.

### Thar ROXX 4x4 Variant-wise Pricing (Ex-Showroom)

Variant	D22	
	MT	AT
	4x4	4x4
MX5	₹ 18.79	
AX5L		₹ 20.99
AX7L	₹ 20.99	₹ 22.49

For more information, visit our official website or your nearest Mahindra dealership.

### Variants and top features for Thar ROXX 4x4

MX5	AX5L	AX7L
<ul style="list-style-type: none"> <li>• 26.03 cm (10.25") HD Infotainment</li> <li>• Wireless Android Auto &amp; Wired Apple Car Play</li> <li>• Gen II Adventure statistics</li> <li>• Drive Modes : Zip, Zoom</li> <li>• Selectable Terrain Modes : Snow , Sand, Mud</li> <li>• Cruise Control</li> <li>• Auto Dimming IRVM</li> <li>• Wireless Charger</li> <li>• Reverse Camera</li> <li>• Rear wiper &amp; wash</li> <li>• Electric adjust ORVM</li> <li>• Rear armrest with cup holder</li> <li>• Front USB Port - 2 Nos. (C type 15W + A type Data port)</li> <li>• Rear defogger</li> <li>• Driver Power Window One Touch Up/Down</li> <li>• Spare wheel cover</li> <li>• Single Pane Sunroof</li> <li>• R18 Diamond Cut Alloy Wheels</li> <li>• ELD-Electric Locking Differential</li> <li>• Acoustic Windshield</li> <li>• LED Daytime Running Lamps</li> <li>• LED Front Fog Lamps</li> <li>• Footwell Lighting</li> <li>• Tyre pressure monitoring system</li> <li>• Leatherette Seats</li> <li>• Leather Wrapped steering</li> <li>• Auto headlamp</li> </ul>	<p><i>In addition to features of MX5</i></p> <ul style="list-style-type: none"> <li>• Level 2 ADAS</li> <li>• Electric Park Brake with Auto Hold</li> <li>• Twin HD 26.03 cm Infotainment &amp; 26.03 cm Digital Cluster screen</li> <li>• Adrenox Connect with built-in Alexa</li> <li>• DTS sound staging</li> <li>• CrawlSmart</li> <li>• IntelliTurn</li> <li>• Wireless Android Auto &amp; Wireless Apple Car Play</li> <li>• Fully Automatic Temperature Control</li> <li>• Front USB Port - 2 Nos. (C type 65W + A type Data port )</li> </ul>	<p><i>In addition to features of AX5L</i></p> <ul style="list-style-type: none"> <li>• Panoramic Sunroof</li> <li>• R19 Diamond Cut Alloy Wheels</li> <li>• Harman Kardon (TM) Quantum Logic premium audio -9 Speaker system</li> <li>• Leatherette Wrap on Door Trims + IP</li> <li>• 6 Way Powered driver seat</li> <li>• Front Ventilated Seats</li> <li>• Surround view camera with Blind view monitor</li> <li>• Power fold ORVM</li> <li>• CrawlSmart (Only 4x4 AT variants)</li> <li>• IntelliTurn (Only 4x4 AT variants)</li> <li>• Front Camera</li> <li>• Cooled Glove box</li> </ul>



S P O R T  
U T I L I T Y  
V E H I C L E S

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<ul style="list-style-type: none"><li>• Auto wiper</li><li>• Front Park Sensors</li><li>• 2 Tweeters</li></ul>		
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**Social Media Addresses for Thar ROXX:**

- Brand website: <https://auto.mahindra.com/thar-ROXX.html>
- Instagram: @mahindrathar
- Facebook: @mahindrathar
- Twitter: @Mahindra\_Thar
- YouTube: @TharMahindra
- Hashtags: #TharROXX #THESUV #ExploreTheImpossible

**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 SUVs, 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.

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.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise/  
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