



mahindra ^{Rise}

PRESS NOTE

Mahindra Launches Thar Earth Edition: Iconic style inspired by the inimitable landscapes of the mighty Thar desert

- **Distinctive Design:** The Thar Earth Edition features unique satin matte dune-beige 'Desert Fury' colour, offering this iconic SUV with standout looks and enhanced by the custom dune inspired decals and exclusive Earth Edition badging on the B pillars.
- **Styling that Stands Out:** This special edition model introduces the Desert Fury colour across its body, grille, and ORVMs, paired with new silver alloy wheels and matte-black badges.
- **Sporty and Comfortable Interiors:** The interiors feature beige leatherette seats with 'shifting dunes' pattern and matching Desert Fury-coloured touches, blending comfort with a spirit of adventure.

Mumbai, February 27, 2024: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today announced the launch of the Thar Earth Edition. The special edition is inspired by the infinite expanse of the Thar Desert and the ability of the Thar to allow one to explore it with ease. With a palette inspired by the desert geography, promoting a sense of oneness with the environment, it doesn't just symbolize adventure—it epitomizes it.

The Thar Earth Edition builds upon the Mahindra Thar's legacy of adventure and exploration, aiming to captivate and expand the community of Thar enthusiasts. This special edition, with its unique satin matte 'Desert Fury' finish, is designed to make this iconic SUV more distinctive, with a promise to inspire a new wave of adventurers to embrace the 'Thar Life.'

Available in both diesel and petrol versions, with manual and automatic, the Earth Edition promises an exclusive 4x4 experience in the LX Hard Top Variant.

Exquisite Exterior and Interior Enhancements

Desert Fury satin matte finish instantly brings to mind the desert sand and its texture, with the metallic treatment very effectively capturing the 'sand sparkle'. The dune-inspired decals on the doors and rear fender, the silver alloys and the matte black badges add to its uniqueness. The Earth Edition badge, proudly displayed on the B-pillars, signifies the special edition's exclusivity.

The interiors are just as inspiring, with a black coloured-base and light beige accents hinting at the forever shifting, floating nature of sand. The Thar earth edition offers beige leatherette seats featuring dune designs on the headrests. The cabin is further enhanced with *Desert Fury* inserts on the AC vents, steering wheel, center console accent and the Thar branding on doors. The theme is elevated with embellishments of dark chrome accents. Each of the Thar Earth Edition SUVs will come with a unique numbered decorative VIN plate starting with serial number 1.




The Thar Earth Edition continues Mahindra’s tradition of excellence and is an ode to the brand’s commitment to delivering exceptional experiences to customers. It is expected to build on the overwhelming success of the Thar, further solidifying its position as a preferred SUV choice for adventurers and enthusiasts alike.

The ex-showroom prices for the ‘Thar Earth Edition Are’ variants are:

Engine Type	Petrol		Diesel	
Transmission	MT	AT	MT	AT
Thar Earth Edition (INR in Lakh)	15.40	16.99	16.15	17.60

Key Features of Thar Earth Edition



THAR

EXTERIOR

- Exclusive **EARTH** Edition badge
- Desert Fury (New Satin Matte colour)
- Desert themed decals
- ORVMs with Desert Fury inserts
- Body coloured grille
- Alloy wheels crafted with Thar branding inserts
- Mahindra wordmark and Thar branding in matte black
- 4x4 and Automatic badging in matte black with red accents

INTERIOR

- Decorative VIN plate on dashboard
- Leatherette seats
- Dune designed headrest
- Beige stitching elements & **EARTH** branding on seats
- Desert Fury Thar branding on door pads
- Thematic inserts on the steering wheel
- Dual toned AC vents
- HVAC housing in piano black
- Dark chrome twin peak logo on the steering
- Dark chrome accents for the centre gear console and cup holders
- Dark chrome accents on gear knob

ACCESSORIES*

- Customised front and rear armrests
- 7D Floor mats
- Comfort kit

*Accessories sold separately. T&C apply

Social Media Addresses for Mahindra Thar:

- Brand website: <https://auto.mahindra.com/suv/thar>
- Twitter: @Mahindra_Thar
- YouTube: @TharMahindra
- Instagram: @mahindrathar
- Facebook: @mahindrathar
- Hashtags: #MahindraThar, #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



mahindra *Rise*

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 / Twitter and Facebook: @MahindraRise/
For updates subscribe to <https://www.mahindra.com/news-room>.

Media contact information

Neha Anand
Head, Global Brand and Marketing Communication, Automotive Division
Email - anand.neha@mahindra.com
You can also write to us on: automedienquiries@mahindra.com