



Press Note

Mahindra Expands XUV 3XO REVX Line-up Introduces XUV 3XO REVX EDGE with a starting price of ₹ 9.39 Lakh

- Panoramic sunroof is now available under ₹ 10 Lakh (Ex-showroom)
- Premium features made more accessible, including 26.03 cm HD infotainment system with Android Auto & Apple CarPlay, cruise control, leatherette seats and rear-view camera
- New Petrol automatic transmission variant of XUV 3XO REVX M(O) added to the portfolio under ₹ 10 Lakh (Ex-showroom)
- XUV 3XO crosses the milestone of 2.5 lakh sales in under 2.5 years, becoming Mahindra's fastest SUV to achieve this feat
- Wider choice of powertrains with Petrol MT & AT and Diesel MT & AMT options

Mumbai, September 18, 2026: Mahindra & Mahindra Ltd. today announced the introduction of the XUV 3XO REVX EDGE starting at ₹ 9.39 Lakh, making premium features more accessible and raising the bar on customer value. Additionally, the company has also launched XUV 3XO REVX M(O) with petrol automatic transmission.

Since the launch in 2024, XUV 3XO has transcended the expectations of the new-age SUV buyers. It became a true category disruptor with its standout design, premium interiors, comfortable ride, cutting-edge technology, thrilling performance, and unmatched safety. XUV 3XO has achieved an impressive milestone of over 2.5 lakh sales in under 2.5 years, making it Mahindra's fastest SUV to reach this milestone.

Building on the REVX series introduced last year, the new variants combine distinctive styling with premium features and now offer multiple powertrain options catering to a wider set of customers. XUV 3XO REVX EDGE will be available in two engine options - 1.2 L mStallion TCMPFi with AT & MT transmission and 1.5 L Turbo Diesel with CRDe with AMT & MT transmission.

XUV 3XO REVX EDGE (Ex-Showroom Price: ₹ 9.39 Lakh): A dual-tone roof, body-colored grille and black wheel covers give REVX EDGE its characteristic styling. Inside, black leatherette seats, a 26.03 cm HD infotainment system with Android Auto and Apple CarPlay, four speakers and steering-mounted audio controls enhance the cabin experience. Cruise control, a rear-view camera, height-adjustable driving seats, rear AC vents and a rear armrest with cup holders add everyday convenience for both driver and passenger.

XUV 3XO REVX EDGE (O) (Ex-Showroom Price: ₹ 9.89 Lakh): In addition to all REVX EDGE features, REVX EDGE (O) offers a panoramic sunroof, roof rails, electrically foldable outside rear-view mirrors, passive keyless entry, push-button start, automatic headlamps and automatic wipers.

Both REVX EDGE and REVX EDGE (O) offer 35 standard safety features such as 6 airbags, Electronic Stability Control (ESC), ISOFIX child-seat mounts, reverse parking sensors, three-point seat belts and seat-belt reminders for all passengers.



Petrol AT version of XUV 3XO REVX M(O) (Ex-Showroom Price: ₹ 9.99 Lakh): In addition, Mahindra has also introduced an automatic transmission option on the petrol REVX M(O), expanding choice of automatic transmission within the REVX series under ₹ 10 Lakh.

All three variants are available in Everest White, Stealth Black, Tango Red, Nebula Blue and Galaxy Grey.

Ex-Showroom Price				
Engine	1.5 L Turbo Diesel with CRDe		1.2 L mStallion TCMPFi engine	
Transmission	MT	AMT	MT	AT
RE VX M(O)	-	-	-	₹ 9.99 Lakh
RE VX EDGE	₹ 10.59 Lakh	-	₹ 9.39 Lakh	₹ 10.59 Lakh
RE VX EDGE (O)	₹ 11.09 Lakh	₹ 11.91 Lakh	₹ 9.89 Lakh	₹ 11.09 Lakh

Annexure	
XUV 3XO REVX EDGE	
Comfort & Convenience	Design
• Black leatherette seats • Manual driver seat height adjustment • Rear armrest with cup holder • Adjustable headrest for the second-row middle passenger • Front armrest with storage • 60:40 split rear seat • Rear AC vents • Front and rear power windows • Driver's one-touch-down power window • Cruise control • Rear-view camera • Remote keyless entry • Electrically adjustable ORVMs • Engine start/stop • Smart steering modes • Econ Mode • Electronic trumpet horn	• Colored/gunmetal grille • Dual-tone roof • R16 steel wheels with black wheel covers • Bi-halogen projector headlamps • LED signature lamp with front turn indicator • LED indicators on outside rear-view mirrors (ORVMs) • LED tail lamps • Follow-me-home headlamps
Safety	Technology
• Six airbags • Electronic Stability Control (ESC) • ISOFIX • Reverse parking sensors • Three-point seat belts for all passengers with reminder • Front height-adjustable seat belts.	• 26.03 cm HD infotainment system • Four speakers • Wireless Android Auto and wired Apple CarPlay* • Steering-mounted audio controls • Front Type-A and Type-C charging • Rear Type-C charging • 12 V socket
XUV 3XO REVX EDGE (O)	
(In addition to features of XUV 3XO REVX EDGE)	
• Panoramic Sunroof • Roof rails • Electrically foldable ORVMs • Passive Keyless Entry • Push Button Start • Auto headlamps + Auto wipers	

XUV 3XO Variant Walk						
Engine	1.5 L Turbo Diesel with CRDe		1.2 L mStallion TCMPFi engine		1.2 L mStallion - TGD i engine	
Variant	MT	AMT	MT	AT	MT	AT
MX1	-	-	✓	-	-	-
MX2	✓	-	-	-	-	-
RE VX M	-	-	✓	-	-	-
RE VX M(O)	-	-	✓	✓	-	-
RE VX EDGE	✓	-	✓	✓	-	-
RE VX EDGE (O)	✓	✓	✓	✓	-	-
AX5	✓	✓	✓	✓	-	-
RE VX A	-	-	-	-	✓	✓
AX5L	-	-	-	-	✓	✓
AX7	✓	✓	-	-	✓	✓
AX7L	✓	-	-	-	✓	✓

Social Media Addresses for Mahindra XUV 3XO:

- Brand website: <https://auto.mahindra.com/suv/XUV3XO>
- Twitter: @MahindraXUV3XO
- YouTube: @Mahindra_XUV3XO
- Instagram: @mahindraxuv3xo
- Facebook: @XUV3XO
- Hashtags: #MahindraXUV3XO #XUV3XO #XUV3XOREVX

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 324000 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.

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