

The world is ready to be taken over –
with the Power of X.

HELLO, AGAIN.

X U V 7 X O



SPORT
UTILITY
VEHICLES

HELLO, AGAIN.

X U V 7 X O






POWER OF X

XUV 7XO is shaped by intent and engineered for those who move with certainty. Every element design, technology, performance, and comfort works in quiet alignment to create authority without excess.

This is leadership that doesn't announce itself. It arrives composed. Confident. Effortless. The Power of X is not about standing apart. It's about being effortlessly ahead.

The background features a light blue sketch of a car, showing both the interior dashboard with the 'AXEL' logo and the exterior front end. A white grid is overlaid on the entire image. The text 'design' is written in a large, white, lowercase serif font, spanning across the grid.

design

CRAFTED WITH AN X FACTOR

From the commanding first glance to the calm sophistication within, the XUV 7XO embodies design that knows its worth. Every line, surface, and texture is shaped with assurance – setting the norm. The craftsmanship is deliberate, the details exacting, and the overall presence unmistakable.

PHILOSOPHY

POWER IN ITS STANCE



R19 DIAMOND CUT ALLOYS

Diamond-cut alloy wheels sculpted for strength and visual drama, reinforcing motion, balance, and a commanding SUV stance.



PREMIUM PIANO BLACK ACCENTS

Gloss-finished accents that adds durability while enhancing the vehicle's silhouette with a refined, high-contrast finish.



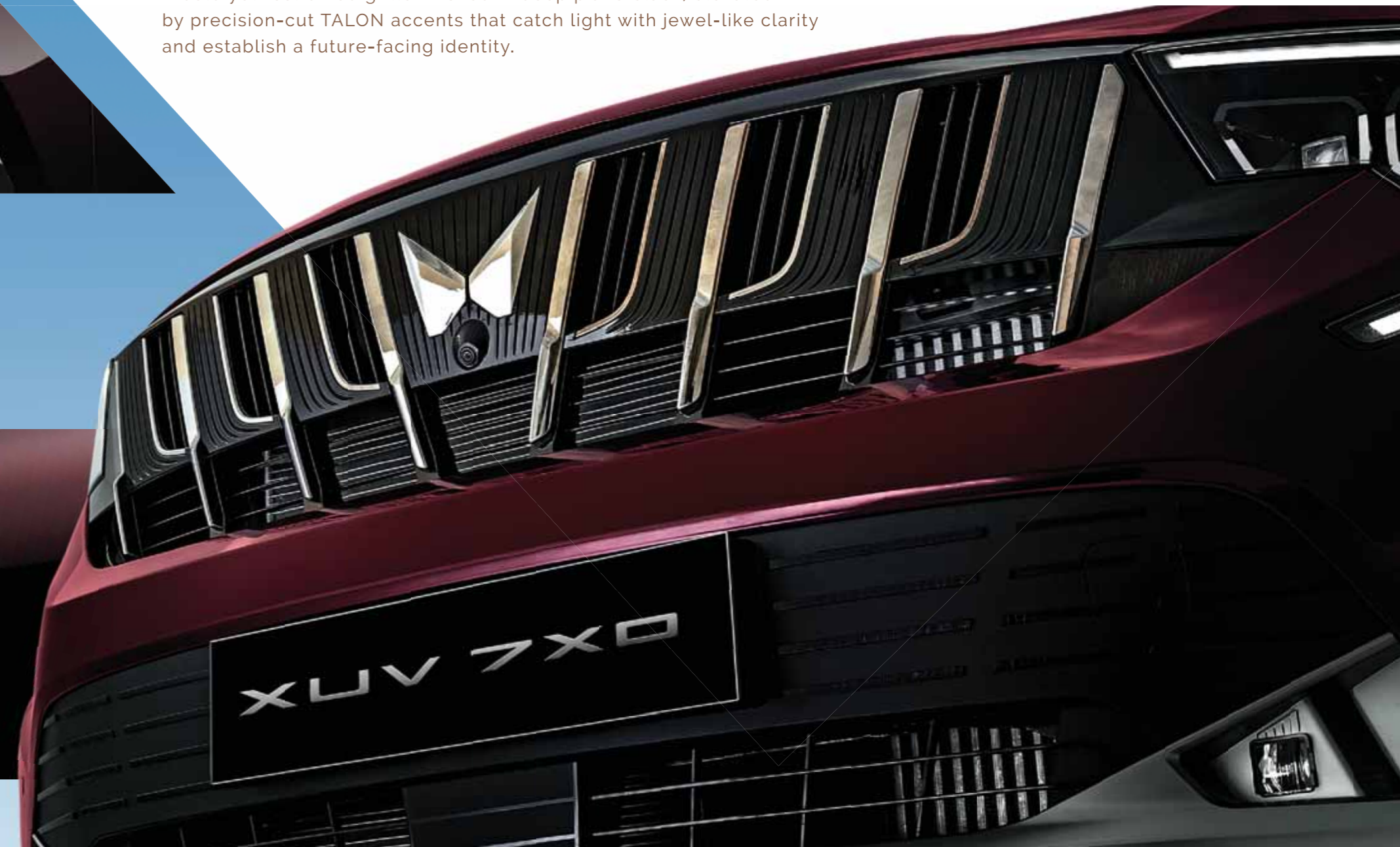
SMART DOOR HANDLE

Flush-integrated handles that extend seamlessly on approach, blending intelligent technology with clean, uninterrupted design.



SIGNATURE PIANO BLACK GRILLE WITH JEWEL-LIKE TALON ACCENTS

A bold yet restrained grille finished in deep piano black, elevated by precision-cut TALON accents that catch light with jewel-like clarity and establish a future-facing identity.





DIAMOND INSPIRED LED TAIL LAMPS

Precision-crafted LED tail lamps with clear lenses that create a sharp, unmistakable light signature and leave a confident after-image.

EXPOSED ICE-CUBE FOG AND CORNERING LAMPS

Distinctive ice-cube fog lamps paired with intelligent cornering illumination to enhance visibility exactly where it matters, combining bold design with purposeful function.



BI-LED PROJECTOR HEADLAMPS

High-performance Bi-LED headlamps engineered for sharp illumination and visual precision, delivering confident visibility with a refined, contemporary expression.

POWER FELT WITHIN





LUXURIOUS AND SOPHISTICATED INTERIORS

A thoughtfully curated cabin that balances elegance and restraint, creating an environment that feels premium, calm, and intuitively composed.



PANORAMIC SKYROOF™

Enjoy panoramic views of sunsets or sparkling city lights from your seat. Bring your love for the outside, inside with every drive.



NEW TWO-SPOKE STEERING WHEEL

A contemporary two-spoke design that blends modern aesthetics with ergonomic precision, placing control naturally in the driver's hands.

POWER BENEATH
THE CALM



DESIGNED FOR 5 STAR BNCAP

A high-strength structural architecture engineered to meet stringent safety standards, forming a robust foundation for occupant protection.



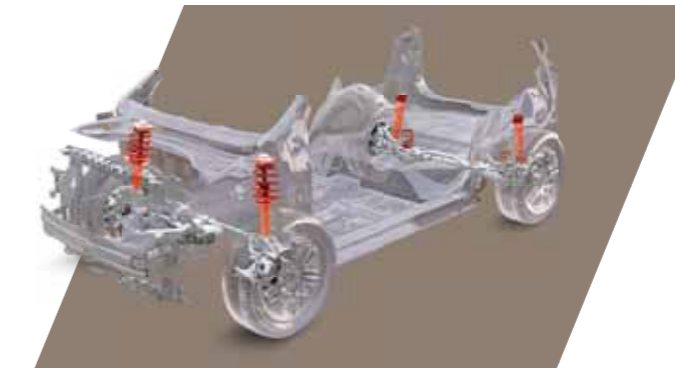
THREE-ROW SEATING FLEXIBILITY

A versatile cabin layout that adapts effortlessly to passengers, cargo, and changing priorities without compromise.



FIRST-IN-WORLD DAVINCI DAMPING TECHNOLOGY

Intelligent damping technology that processes road inputs in real time, ensuring exceptional stability, composure, and ride confidence.



ALL-WHEEL INDEPENDENT SUSPENSION WITH FREQUENCY SELECTIVE DAMPING

An advanced suspension system that continuously adapts to road conditions, delivering a balanced blend of comfort and control.

COAST-TO-COAST SCREENS

Triple 31.24cm HD screens. A seamless, panoramic display layout that unifies information, entertainment, and controls into one continuous visual experience.



POWER THAT
STAYS WITH YOU



QUALCOMM SNAPDRAGON SA8155P CHIPSET

Powered by the Qualcomm Snapdragon SA8155P chipset, the system delivers lightning-fast responsiveness. Multitasking, visuals, and connectivity remains fluid, even under heavy use.

World's best ICE Auto chipset

1ST IN SEGMENT

Powerful Processor ever
in an ICE SUV

RAM: 16 GB

ROM: 128 GB

Connectivity: Up to 2.4 Gbps

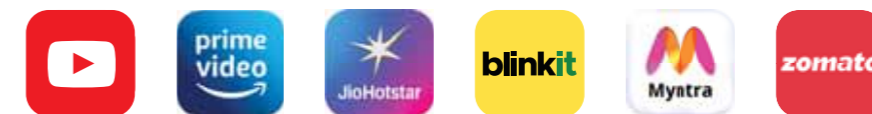
Wi-Fi & Bluetooth: Wi-Fi 6.0 & Bluetooth 5.2



YOUR DIGITAL LIFE, MADE BETTER.

With over 49 pre-installed apps, entertainment, navigation, work, and connectivity are always within reach. Everything you need, without the need to set anything up.

Enjoy apps like Youtube, Amazon prime, Jio Hotstar, Blink it, Myntra, Zomato and more.



ADRENOX+ CONNECT WITH 93 CONNECTED FEATURES



ADRENOX+ Connect brings 93 intelligent connected features together into one seamless ecosystem. From remote access to real-time insights, your vehicle stays in sync with your world.



POWER IN EVERY NOTE

STUDIO & 3D
IMMERSIVE SOUND

Advanced acoustic tuning that delivers depth, dimension, and spatial accuracy for a truly immersive listening experience.

FIRST-IN-SEGMENT 16-SPEAKER HARMAN KARDON AUDIO SYSTEM

A meticulously tuned audio setup that surrounds the cabin with rich, balanced sound across every seat.



FIRST-IN-SEGMENT **Dolby** Vision

Enhanced visual technology that delivers superior contrast, colour depth, and brightness for cinematic realism on screen.

VENUESCAPES LIVE

Adaptive sound environments that transform the cabin into a stadium, concert hall or private theatre.



POWER IN STILLNESS





FRONT AND REAR VENTILATED SEATS

Active ventilation that maintains optimal comfort for all occupants, regardless of weather conditions.



PREMIUM SOFT LEATHERETTE UPHOLSTERY

Refined upholstery that delivers a luxurious touch while ensuring durability and ease of maintenance.



HIGH DENSITY FOAM WITH PLUSH PADS

Carefully engineered cushioning that offers lasting support and maintains shape over extended journeys.

RETRACTABLE REAR SUNBLIND

An integrated sunblind that provides instant protection from glare while enhancing rear-seat comfort.



DUAL-ZONE FULLY AUTOMATIC CLIMATE CONTROL

Independent climate zones that allow personalised comfort for driver and passenger alike.



POWER THAT
MOVES WITH YOU





540 DEGREE CAMERA WITH DIGITAL VIDEO RECORDING

A comprehensive surround-view system that enhances awareness, precision, and confidence during manoeuvres.



APPROACH UNLOCK AND WALK-AWAY LOCK

The vehicle responds intuitively to your presence, unlocking as you approach and securing itself as you leave.

6-WAY POWERED DRIVER SEAT WITH MEMORY AND WELCOME RETRACT

Memory settings and welcome retract ensure the driver seat adjusts automatically, greeting you with comfort every time.



6-WAY POWERED CO-DRIVER SEAT WITH BOSS MODE

Boss Mode expands rear legroom at the touch of a button, transforming the cabin into a more executive space.



FIRST-IN-SEGMENT INTELLI CONTROL

A centralised control interface that places key vehicle functions within effortless reach.



POWER THAT KEEPS ITS COOL.

Wireless charging with active cooling ensures devices charge efficiently without overheating, front and rear.



ELECTRONIC PARKING BRAKE

A modern braking solution that replaces manual effort with a simple, secure action.



MULTIZONE AMBIENT LIGHTING

Customisable lighting zones that allow you to tailor the cabin mood to match your drive.

POWER THAT
PROTECTS

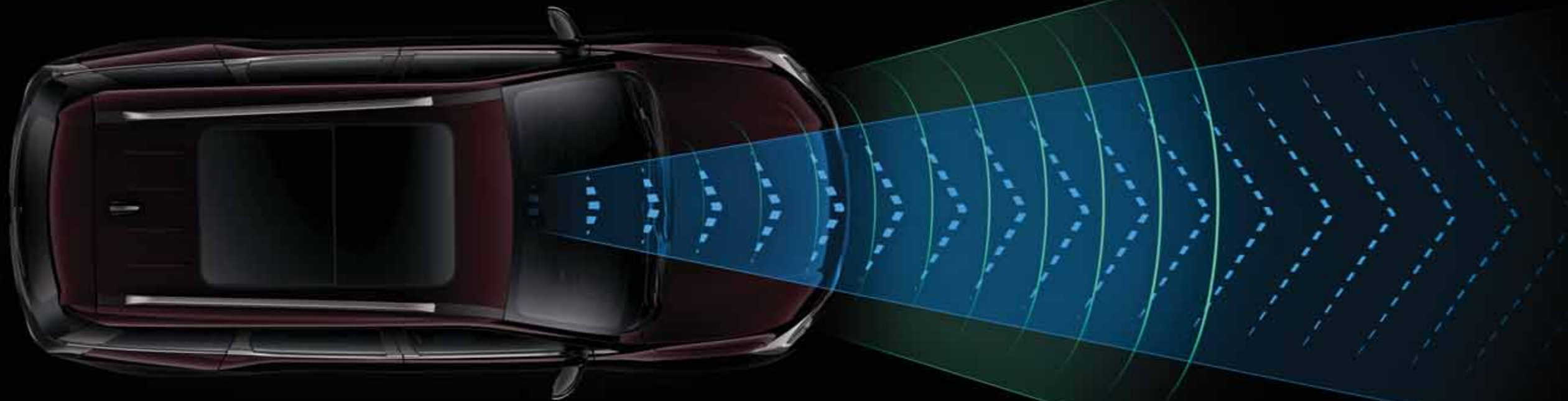


LEVEL 2 ADAS WITH SENSE+

Advanced driver assistance systems that actively support steering, braking, and acceleration for safer driving.

COMPREHENSIVE ADAS WITH 17 FEATURES SUITE

An integrated set of intelligent systems that observe, anticipate, and assist in real time.



FRONT VEHICLE START ALERT



TRAFFIC SIGN RECOGNITION



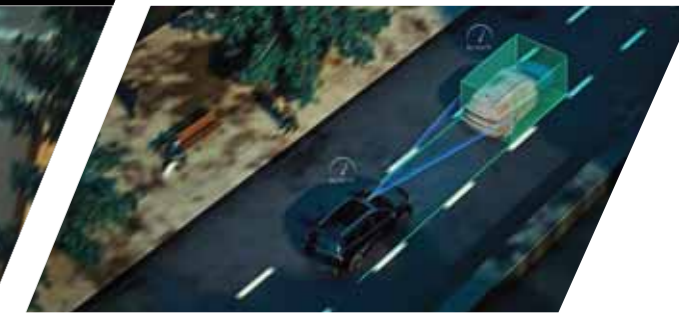
AUTO EMERGENCY BREAKING



FORWARD COLLISION WARNING



LANE KEEP ASSIST



SMART PILOT

ADAS VISUALIZATION





FRAMELESS ELECTROCHROMIC IRVM

An automatically dimming rear-view mirror that reduces glare for improved night-time visibility.

HEADLAMP BOOSTER

Enhanced illumination during critical driving situations for greater confidence and safety.



ALL FOUR DISC BRAKES

Consistent, reliable stopping power engineered for control under varied driving conditions.



MAX DEFROST

Rapid windscreen clearing technology that restores visibility quickly in cold or humid conditions.

POWER THAT RESPONDS



BEST-IN-SEGMENT ENGINES

Powertrains engineered to deliver strong performance with refined responsiveness and efficiency.

2.0L mSTALLION

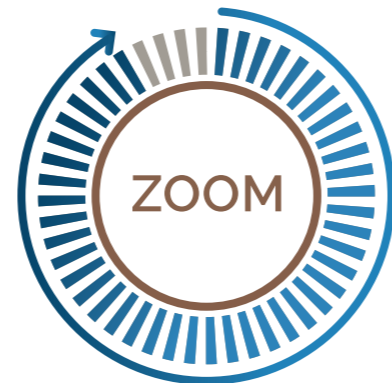
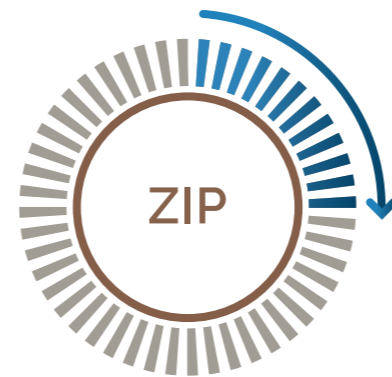


2.2L mHAWK



ZIP ZAP ZOOM DRIVE MODES

Selectable driving modes that tailor throttle response, steering feel, and performance character to your intent.



ALL WHEEL DRIVE CAPABILITY

Intelligent torque distribution that enhances grip, stability, and confidence across terrains.



POWER OF CHOICE

Choices, make all the difference.

AX

- Bi-LED Projector Headlamp with DRL
- Clear Lens LED Taillamp
- Piano Black Cladding
- R17 Steel Wheel with Full Sized Wheel Cover
- Coast to Coast Triple 31.24cm HD Screens
- 6 Speaker Audio System
- Intelligent ADRENOX
- Smart Watch Connectivity
- Alexa Built-in with ChatGPT
- Wireless Android Auto & Apple CarPlay
- Front Type-C 65W & 15W Type-A USB
- Rear Type-C 15W USB
- 3rd Row 12V Charging Port
- Cruise Control
- Electronic Stability Control (ESC) with 17 Features (ABS + EBD + TCS + Hill Hold Control (HHC), Hill Descent Control (HDC)
- 6 Airbags – Driver, Co-Driver, Side & Curtain Airbag till 3rd Row
- Drive Modes – Zip, Zap, Zoom & Custom Mode (Diesel Only)
- Electrically Adjustable ORVMs
- Follow Me Headlamps
- Shark Fin Antenna
- Smart Door Handles
- Front Arm Rest with Storage
- Day & Night IRVM
- Micro Hybrid Technology
- ISOFIX
- Rear AC Vents (in 2 & 3rd Row)
- Roof Rails & Rear Spoiler
- Electric Power Steering
- Push Button Start
- Tyre Position Display
- Co-Driver Sunvisor with Mirror
- Rear Center Armrest with Cup Holder
- 6-Way Manual Driver Seat Adjustment
- Height Adjustable Driver & Co-Driver Seat Belts
- All 4 Power Windows
- One Touch Down Driver Door Power Window
- Steering Mounted Controls



AX3

In Addition to features of AX

- Rear View Camera with Dynamic Guidelines
- Electrically Foldable ORVM with Auto Fold
- Rear Wiper & Wash
- Rear Demister



AX5

In Addition to features of AX3

- Skyroof™
- Front Parking Sensors*
- Telescopic Steering
- R17 Versa Wheel
- Map Reading Lamps
- Driver & Co-Driver Sun Visor with Slide On Rod
- Approach Unlock & Walk Away Lock



AX7

In Addition to features of AX5

- R18 Diamond Cut Alloy
- Advanced Intelligence ADRENOX+
- Leatherette Seat & IP
- Leatherette Steering & Gear Lever
- Leatherette Front Armrest with Slide
- 6-Way Driver Power Seat with Memory & Welcome Retract
- Co-Driver Ergo Lever
- BYOD with Type-C 65W USB on Back of Front Seats
- 2 Spoke Steering Wheel
- 540° Surround View
- Blind View Monitor
- Digital Video Recording
- Intelli Control
- Dual Zone Automatic Climate Control with Max Defrost Mode
- Air Purifier with Carbon Filter, VR LED & AQI Display
- Quiet Mode
- Automatic Headlamp
- Rain Sensing Wiper
- ORVM Auto Tilt on Reverse
- Memory Function for ORVM
- Key Fob with Smart close & Remote Cooling (AT Only)
- Intelligent Tyre Pressure Monitoring System
- Boot Lamp
- One Touch Up & Down – Driver Door Power Window



AX7 TECH

In Addition to features of AX7

- Level 2 ADAS with Sense+
- ADAS Dynamic Visualisation
- Adaptive Cruise Control (AT Only)
- 16-Speaker Harman Kardon Audio System
- Dolby Atmos
- Studio & 3D-Immersive Sound
- VenueScapes Live
- 9-Band Equalizer
- Vehicle Noise Compensation+
- GrooveMe
- Ventilated Front Seats
- Ice Cube Fog Lamps & Cornering Lamps
- Driver Drowsiness Detection
- Headlamp Booster
- Front & Rear LED Sequential Turn Indicators
- Frameless Auto Dimming IRVM
- Knee Airbag
- Passive Keyless Entry
- Electronic Parking Brake
- Electric Smart Door Handles
- Front Wireless Charger with Active Cooling



AX7 LUXURY

In Addition to features of AX7 TECH

- R19 Diamond Cut Alloy
- Front & Rear Leatherette Door Trim
- Multi-Zone Ambient Lights
- Dolby Vision & Atmos
- 6-Way Co-Driver Power Seat
- 4-Way Power Boss Mode
- Ventilated Rear Seats
- Retractable Rear Seat Sunblind
- Rear Wireless charger with Active Cooling
- Front & Rear Plush Seat Pads



*Only available on AX5

POWER IN EVERY SHADE

Each colour, crafted to carry presence.

DESERT MYST



EVEREST WHITE



NEBULA BLUE



STEALTH BLACK



RUBY VELVET



GALAXY GREY



MIDNIGHT BLACK



TECHNICAL SPECIFICATIONS		
ENGINE	PETROL	DIESEL
Type	Turbo Petrol with Direct Injection (TGD <i>i</i>)	Turbo Diesel with CRDe
Capacity	2.0 L	2.2 L
Max. Power	149.2kW @5000 r/min	136kW @3500 r/min
Max Torque	380 Nm @ 1750-3000 r/min	420 Nm @ 1600-2800 r/min (MT) 450 Nm @ 1750-2800 r/min (AT)
Transmission Type	6 MT/6 AT	6 MT/6 AT

DIMENSIONS	
Length x Width x Height	4695 x 1890 x 1755 mm (with Roof Rail)
Wheelbase	2750 mm

SUSPENSION
Front Suspension : McPherson Strut Independent Suspension with FSD and Stabilizer bar
Rear Suspension : Multi-link Independent Suspension with FSD and Stabilizer bar

BRAKE
Front Ventilated Disc/Rear Solid Disc/Electronic Parking Brakes (Option)/ESP

WHEELS & TYRES
235/65 R17 Steel Wheel with Full Sized Wheel Cover
235/65 R17 Versa Wheel
235/60 R18 Diamond Cut Alloy
235/55 R19 Diamond Cut Alloy
155/90 R18 Temporary Steel Wheel

FUEL TANK CAPACITY
60L

VARIANT	SEATER	PETROL		DIESEL		
		MT	AT	MT	AT	AWD AT
AX	7 STR	Y	-	Y	-	-
AX3	7 STR	Y	Y	Y	Y	-
AX5	7 STR	Y	Y	Y	Y	-
AX7	7 STR	Y	Y	Y	Y	-
AX7 TECH	6 STR	-	Y	Y	Y	-
	7 STR	-	Y	Y	Y	Y
AX7 LUXURY	6 STR	-	Y	-	Y	-
	7 STR	-	Y	Y	Y	Y

For any assistance, call us on our With You Hamesha toll-free number 1800 209 6006. Mahindra & Mahindra Ltd. Marketing Office, Mahindra Towers, 3rd Floor, Akurli Road, Kandarpada (E), Mumbai 400101.

Disclaimers: All features mentioned in this booklet are not available on all the variants of Mahindra XUV 7XO ("Vehicle"). Accessories shown on the Vehicle are not part of the standard configuration and needs to be purchased separately. Performance figures shown are based on internal tests done by the experts in controlled environment. Actual performance figures may vary due to various factors such as driving conditions, maintenance, etc. and may differ in conditions. The images of the Vehicle shown are creative visualization and for illustrative purpose only. Tinted glass on the Vehicle is due to lighting effect. The colour of the Vehicle depicted in the image may differ from its actual appearance. Kindly visit your nearest Mahindra dealership to check the actual appearance of the Vehicle. ADRENEX Application is available in select variants of the Vehicle. Harman Kardon audio system is available in select variants of the Vehicle. Harman Kardon and all related marks are registered trademarks of Harman and or its affiliates. Alexa feature is introduced to assist the Driver and improve the safety and convenience of driving a Vehicle. Alexa is only available in certain languages and regions. Alexa functionality may vary by location and variant of the Vehicle. Amazon, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates. In view of our policy of continuously improving our products, we reserve the right to alter specifications or designs without prior notice and without liability to you. We reserve the right to add or delete any feature without prior notice and without any liability. Drive Modes are available only in Diesel variants. 'Android Auto' is a trademark of Google LLC and its affiliates. To use Android Auto on the Vehicle display, you will need an Android phone running Android 6.0 version or higher, an active data plan, and the Android Auto app. Apple Carplay is compatible only with select mobile devices with iOS operating system. The software and security mechanisms in the Vehicle are subject to ongoing developments. Like with computers or the operating systems of mobile devices, the software and security mechanisms in the Vehicle may also be updated at irregular intervals. MicroHybrid is available in all the variants. Advanced Driver Assistance System (ADAS) are meant to assist the driver to keep the passengers and pedestrians safe on the roads. ADAS is not a substitute for human eye and driver's vigilance. The driver shall remain fully responsible for safety, vigilant and attentive driving. AX7 and above variants come only with dual tone colour options. The spare tyre does not come with an alloy. Leather gear lever is standard across all Automatic variants. The 7-seater configuration exclusively offers 3rd-row air-conditioning vents, a 2nd-row seat with armrest and cupholders, along with a 60:40 One-Touch tumble function. Smart Pilot Assist and Adaptive Cruise Control are available only on AX7 Tech Automatic and AX7 Luxury Automatic variants. All-Wheel Drive (AWD) is offered solely on the AX7 Tech and AX7 Luxury variants and includes an Electronic Parking Brake. Front Parking Sensors are available only on the AX5 variant.