

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, Kandivali (E), Mumbai 400101.

Disclaimer: **Pg 9** - Alloy wheel designs are subject to change based on the vehicle variant. For exact specifications, please verify with your local dealership. Company is not liable for any discrepancies and reserves the right to alter specifications without prior notice. SUVs under 4.5m length. **Pg 10** - SUVs under 4.5m length. **Pg 15** - *from Indian OEMs. **Pg 18** - The sunroof feature, being the largest in the sub-4.5m segment, is available only in select variants. Specifications may vary; please consult your dealership for details. Company reserves the right to make changes without prior notice. SUVs under 4.5m length. **Pg 24** - The boot space volume of the vehicle has been measured as per ISOV2165 standards and may vary across different variants. For exact boot space dimensions, please refer to your local dealership. Company reserves the right to modify specifications without prior notice. SUVs under 4.5m length. **Pg 37** - Adrenox Connect with Built-in Alexa and shall be subject to subscription. 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, Kandivali (E), Mumbai 400101.

All features mentioned in this booklet are not available on all the variants of Mahindra Thar Roxx ("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. Kindly visit your nearest Mahindra dealership to check the actual appearance. Kindly visit your nearest Mahindra dealership to check the actual appearance. Kindly visit your nearest Mahindra dealership to check the actual appearance. Kindly visit your nearest Mahindra dealership to check the actual appearance. Kindly visit your nearest Mahindra dealership to check the actual appearance. Kindly visit your nearest Mahindra dealership to check the actual appearance. Kindly visit your nearest Mahindra the subject of the Vehicle. Adrenox Application is available in select variants of the Vehicle. Adrenox Application is available in select variants of the Vehicle. Adrenox Application and variant of the Vehicle. Harman Kardon audio system is available. 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 wit





'THE' SUV. What's that?

Just a title? No.

It's a new standard. The only one that matters.

A universal constant.

And here's the thing about universal constants.

They are definite. Undisputed. Uncontested.

For the rest of time. Period.

THIE DESIGN

How do you improve on something that's already great? Well, you deconstruct it and build it back from the ground up. Only better. The Thar Roxx takes what was already iconic and elevates it to new heights - the stance is wider, the presence is even more commanding and when you see it, you'll know why it's called 'THE' SUV.





DUAL-TONE METAL ROOF

The Dual-tone Metal Roof pays homage to the Thar adventure aesthetic, with a sleek black matte finish. But it's there for more than just looks. The roof is solid metal and is as sturdy as it gets. It's easy on the eyes, strong to the touch and ready for anything.







'THE' GRILLE

Stylish - Sleek - Imposing - just some words that will run through your mind when you see the Thar Roxx. The new grille is inimitably a Thar, with a polished edge to it.

R19 DIAMOND CUT ALLOY WHEELS

Framed within signature trapezoidal wheel arches, the Thar Roxx offers class-leading* All Terrain R19 wheels. When you look at them, you know that they're designed for just one thing – to literally elevate you over other SUVs.



ARCHITECTURE

The foundation of 'THE' SUV is its revolutionary M_GLYDE PLATFORM chassis made with high-strength steel. Solid as a rock, high on torsional stiffness and light on weight,

the chassis sets a new benchmark for comfort and strength. With the highest wheelbase in the segment*, you can expect unparalleled stability and ultimate comfort. It doesn't just marry dynamics and handling seamlessly but is the reason the Thar Roxx will forever be known as 'THE' SUV.

ALL-NEW M_GLYDE PLATFORM





SAFE AS IT GETS

A product that's the result of best-in-class crash performance, Thar Roxx offers 35+ standard safety features which include 6 Airbags, comprehensive ESP 9.3 suite, Automatic Emergency Braking, and more.

ALL-NEW SUSPENSION ARCHITECTURE

'THE' SUV is precision engineered for superior ride and handling. It offers Watt's-Link Suspension to minimize lateral axle movement, and MTV-CL/FDD to provide great ride quality, no matter the terrain. It's also the first SUV* to offer AHRS (Advanced Hydraulic Rebound Stop), providing excellent body control in undulated roads. But here's what it really means—superior handling, unmatched comfort and smooth, unwavering driving confidence.





SOPHISTICATION

If the outside wasn't enough to blow you over, just wait till you get in. With a bold new interior - The Thar Roxx exudes refined ruggedness and enduring elegance.





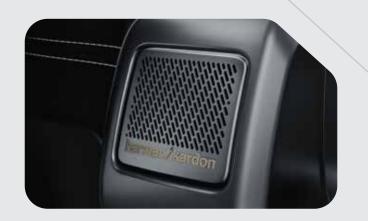
REAR SEAT A/C VENTS

Cool in the front, in the back, and everywhere else. The rear A/C vents in 'THE' SUV ensures no matter where you sit, you're always comfortable.

POWERED AND VENTILATED SEATS

There's only one way to drive 'THE' SUV – like a king. And the road is yours to command when you get behind the wheel on your powered driver's seat throne. Like true royalty, the ventilated leatherette seats ensure you always have the coolest seats in the house, regardless of the temperature outside.





HARMAN/KARDON SOUND SYSTEM

With the new 9-speaker custom-tuned Harman Kardon Sound system, 'THE' SUV is nothing short of a concert on 4 wheels. Hip-hop, Rock and Roll, Jazz or Classical, no matter what your music taste, you'll always listen to it in the highest fidelity.







QUIETLUXURY

Sometimes, silence speaks louder than words.

Powerful on the outside but calm on the inside The Thar Roxx has the best-in-class NVH with
dampeners placed at key sections to ensure
refinement and quietness in the cabin, at all
high speeds.

FEELFREE

'THE' SUV isn't just about creature comforts.

It is an expression of true freedom – freedom of movement and storage beyond expectations.

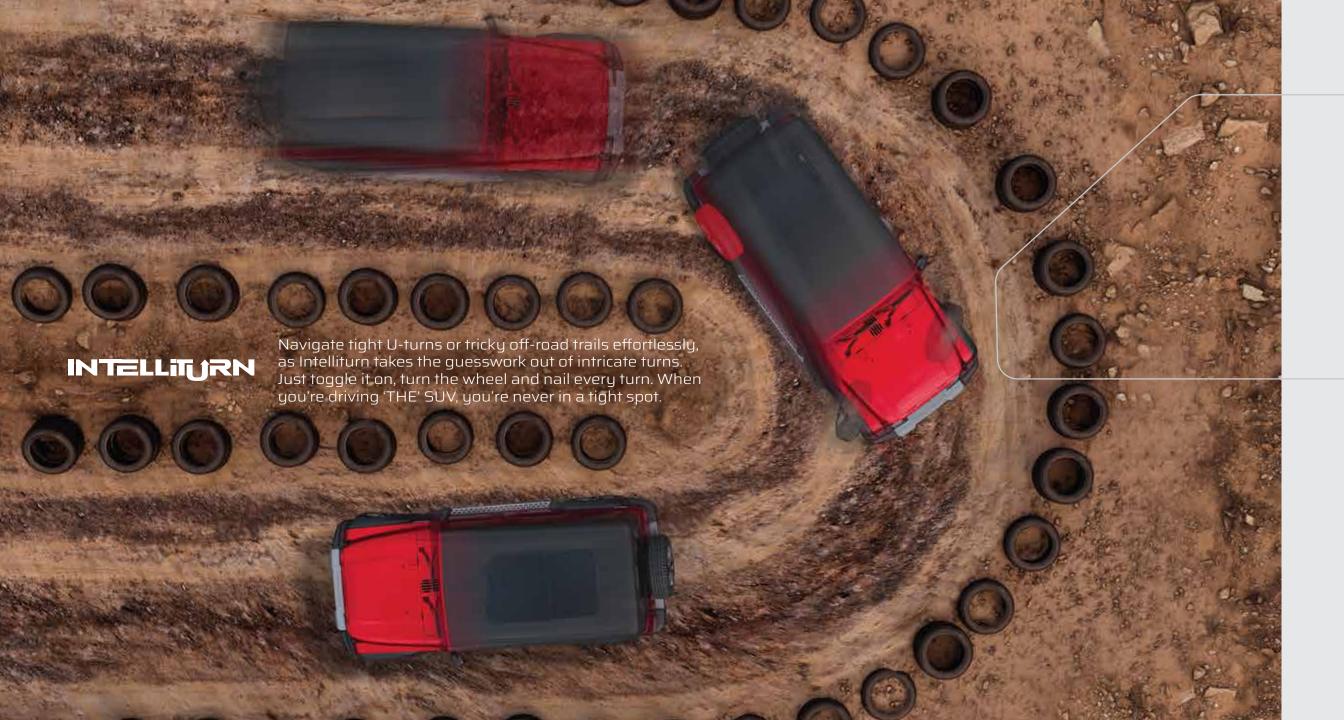
The extended wheelbase doesn't just aid in stability and ride quality but also provides the largest usable occupant space in the segment.*

With ample head, shoulder and leg room - you'll never have to squeeze or adjust for anything, whether it's your luggage or yourself.









TERRAIN MODES AND DRIVE OPTIONS

Whether in 4-wheel drive or rear-wheel drive, you'll always unleash the full potential of 'THE' SUV. Equipped with versatile terrain modes, 650 mm of water-wading depth, and best departure and approach angles -'THE' SUV is engineered to tackle the toughest conditions.

Wading through water? Snow-covered trails? Slick rocky surfaces? No problem. Snow, Mud or Sand – 4XPLOR
Terrain modes combined with ELD make quick work of off-road trails while Zip and Zoom drive modes take care of your city driving.





ELECTRONIC LOCKING DIFFERENTIAL

The sophisticated Electronic Locking
Differential isn't just a new standard for
off-roaders but the Thar Roxx is also the
first vehicle by Indian OEMs to offer this
feature. Distributing power to all four
wheels in microseconds, ELD lets you
maximize traction and minimize spin on
even the trickiest of surfaces.

LEGENDARY ENGINES

Tuned and tested to perfection, the battle-tested mHawk and mStallion Engines are the true powerhouses of 'THE' SUV.

With strong Low-end Torque and best-in-class Power and Torque ratings, the Thar Roxx may be a beauty on the outside, but is a beast on the inside.





THE TECH

The future is on the move and it's got 4-wheels and 5-doors. Equipped with the latest in-car infotainment and driver information systems, sitting behind the wheel of the Thar Roxx feels like sitting in front of a hi-tech gadget.





CONNECTED CARTECHNOLOGY

Control your vehicle with voice commands, access navigation, and enjoy seamless connectivity wherever you go. All thanks to Adrenox and Alexa. And of course, power comes with no strings attached - ensuring you're always charged with the wireless charging pad.

'THE' DIGITAL COCKPIT

Immerse yourself in a world of connectivity and entertainment, brought alive by twin 26.03 cm digital screens, with support for Wireless Android Auto™/Apple CarPlay™. Enjoy crystal-clear touchscreen navigation, hands-free calling, and stream your favourite music and podcasts on the go.





'THE' SUV SEES EVERYTHING

Another mission with the Thar Roxx was to provide you with the best vision while on the road. The auto-dimming IRVM reduces the on coming glare on the rear-view mirror so you're never caught off-guard, day or night. The 360° degree camera with a blind-view monitor ensures you have ultimate precision while backing up. And a novel new feature – the Obstacle view lets you look over any terrain, like an x-ray vision for your car.



Stealth Black Black



Tango Red



Everest White

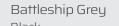


Deep Forest



Nebula Blue









Burnt Sienna





*Creative visualisation. For illustrative purpose only.

Specifications									
Гуре	Turbo Peti	rol Direct Injection (TGDI), mStal	ion (RWD)	Diesel Common Rail Direct Injection Technology - mHawk (RWD & 4x4)					
Capacity	2.0 L 2.2 L								
Fransmission Type Max Power	6-Speed Manual Transmission	6-Speed Torque Converter Automatic	6-Speed Manual Transmission	6-Speed Torque Converter Automatic	6-Speed Manual Transmission	6-Speed Torque Converter Automatic			
Max Torque	119kW @ 5000 r/min	130 kW @ 5000 r/min	111.9 kW @ 3750 r/min	111.9 kW @ 3750 r/min	111.9 kW @ 3750 r/min	128.6 kW @ 3500 r/min			
	330 Nm @ 1750-3000 r/min	380 Nm @ 1750 - 3000 r/min	330 Nm @ 1500-3000 r/min	330 Nm @ 1500-3000 r/min	330 Nm @ 1500-3000 r/min	370 Nm @ 1500-3000 r/min			

			Variants Matrix			
Variant	Petrol MT	Petrol AT	Diesel 2WD MT	Diesel 2WD AT	Diesel 4x4 MT	Diesel 4x4 AT
MX1	•		•			
MX3		•	•	•		
MX5	•	•	•	•	•	
AX3L			•			
AX5L				•		•
AX7L		•	•	•	•	•

Dimensions						
4428 mm						
1870 mm						
1923 mm						
2850 mm						
1580 mm (Front & Rear)						
57 litre						
41.7°						
36.1°						
23.9°						
650mm						
5						

Wheels & Tyres

Alloy Wheel:

255/65 R18 Diamond Cut Alloy (MX5,AX5L) 255/60 R19 Diamond Cut Alloy (AX7L) 255/65 R18 Steel Wheel (MX1,MX3, AX3L) Spare Wheel: 255/65 R18 (MX1,MX3,MX5,AX3L,AX5L) 255/60 R19 (AX7L)

Suspension

Front: Independent Front Suspension - Double Wishbone with Coil Spring with FDD (Frequency dependent damping) & MTV-CL (Multi tuning valve- Concentric land) dampers

Rear: Rigid Axle Coil Spring with WATT's Linkage with FDD (Frequency dependent damping), HRS (Hydraulic Rebound Stopper) & MTV-CL (Multi tuning valve- Concentric land) dampers

4x4

Manual Shift Part-Time 4x4 with High & Low Reduction Gear with ELD (Electric Locking Differential) | 2H mode with Front Axle disconnect

3rake

Ventilated Disc Front & Rear Disc / Rear Drum

Steering

Electric power steering with Tilt functionality

Fuel Tank Capacity

57 L

		10/4	10/2	43/21	140/5	AVE.	43/71
C-f-t		MX1	MX3	AX3L	MX5	AX5L	AX7L
Safety	Dair an and Dance and	,			,		
Airbag	Driver and Passenger	√	√	√	✓	√	√
	Side and Curtain	√	✓	✓	✓	√	✓
	lonitoring System	*	×	*	✓	✓	✓
Parking Sensors	5	Rear	Rear	Rear	Rear + Front	Rear + Front	Rear + Front
Rear Camera		*	✓	√	✓	√	✓
3 Point Seat Bel	t for all Seats	✓	✓	✓	✓	✓	✓
Seat Belt Remin	der for all Seats with ODS	✓	✓	✓	✓	✓	✓
Seat Belt Preten	sioners - Front	✓	✓	✓	✓	✓	✓
Height Adjustab	le Seat Belts Front	✓	✓	✓	✓	✓	✓
Inside Rear	Day Night	✓	-	-	-	-	-
View Mirror	Auto Dimming	-	✓	✓	✓	✓	✓
Impact Sensing	Auto Door Unlock	✓	✓	✓	✓	✓	✓
Immobilizer		✓	✓	✓	✓	✓	✓
E-call & SOS		×	×	✓	×	✓	✓
ISOFIX / i-SIZE C	ompatibility	✓	✓	✓	✓	✓	✓
Rear Disc Brake		×	G- AT only	✓	G- AT & D-4x4 only	✓	✓
	Electronic stability Control (ESC)	✓	✓	✓	✓	✓	✓
	Electronic Brake force Distribution (EBD)	✓	✓	✓	✓	✓	✓
	Antilock Braking System & Corner Braking Control	✓	✓	✓	✓	✓	✓
	Engine Drag Torque Control	✓	✓	✓	✓	✓	✓
	Vehicles Dynamics Control (VDC)	✓	✓	✓	✓	✓	✓
	Hill Hold Control (HHC)	✓	✓	✓	✓	✓	✓
	Hill Decent Control (HDC)	✓	✓	✓	✓	✓	✓
Electronic stability and safety aids	Hydraulic Brake Assist (HBA)	✓	✓	✓	✓	✓	✓
	Traction Control System (TCS)	✓	✓	✓	✓	✓	✓
	Roll Over Mitigation (ROM)	✓	✓	✓	✓	✓	✓
	Emergency Stop Signal	✓	✓	✓	✓	✓	✓
	Brake Locking Differential (BLD)	✓	✓	✓	✓	✓	✓
	Brake Disc Wiping	✓	√	✓	✓	✓	✓

		MX1	MX3	AX3L	MX5	AX5L	AX7L
Sci-Fi							
	Alexa built-in	×	×	1 year Subscription	×	1 year Subscription	1 year Subscription
	Vehicle status alerts	×	×	✓	×	✓	✓
Adrenox	Geo and location services	×	×	✓	×	✓	✓
connected car	Connected apps	×	×	✓	×	✓	✓
	83 connected features	×	×	✓	×	✓	✓
	Climate control	×	×	✓	×	✓	✓
Remote	Skyroof control	×	×	✓	×	✓	✓
commands	Engine start-stop	×	×	✓	×	✓	✓
	Urea level and DPF Regen alert (For Diesel only)	×	×	✓	×	✓	✓
Smart wearable	support	×	×	✓	×	✓	✓
Gen II Adventure	e statistics	×	✓	✓	✓	✓	✓
Compass, Roll &	Pitch, Altimeter	×	✓	✓	✓	✓	✓
Harman Kardon	(TM) Quantum Logic premium audio	×	×	×	×	×	✓
DTS sound stagi		×	×	✓	×	✓	×
Speakers		4	4	4	4	4	6
Tweeters		×	×	×	2	2	2
Sub-woofer		×	×	×	×	×	√
Touchscreen Info	otainment (26.03 cm)	√	×	×	×	×	×
	Infotainment (26.03 cm)	×	✓	✓	√	√	√
Analogue Dials v	with MID cluster	✓	✓	×	√	×	×
26.03 cm HD dig		×	×	√	×	√	√
	on by MapMyIndia	×	×	✓	×	✓	✓
Android Auto™		×	✓(Wired + Wireless)				
Apple CarPlay™		×	√(Wired)	✓(Wired + Wireless)	√(Wired)	✓(Wired + Wireless)	✓(Wired + Wireless)
Wireless Chargin		×	✓	√	✓	√	√
Steering Mounte		✓	✓	✓	✓	✓	✓
Front view came	ira	×	×	×	×	×	✓
Blind view monit	tor	×	×	×	×	×	✓
Obstacle view		×	×	×	×	×	✓
Surround view ca	amera	×	×	×	×	×	✓
Electric Park Bra	ke with Auto Hold	×	×	✓	×	✓	✓
	Autonomous Emergency Braking - Vehicles*	×	×	✓	×	✓	✓
	Autonomous Emergency Braking - Pedestrian	×	×	✓	×	✓	✓
	Autonomous Emergency Braking - Cyclist	×	×	✓	×	✓	✓
	Forward Collision Warning (FCW)	×	×	✓	×	✓	✓
Level 2 ADAS	Adaptive Cruise Control (ACC) with Stop & Go	×	×	AT variants	×	AT variants	AT variants
features	Lane Departure Warning (LDW)	×	×	✓	×	✓	✓
	Lane Keep Assist (LKA)	×	×	✓	×	✓	√
	Smart Pilot Assist (SPA)*	×	×	AT variants	×	AT variants	AT variants
	High Beam Assist (HBA)	×	×	√	×	√ Variatiis	√
	Traffic Sign Recognition (TSR)	×	×	· ✓	×	√	✓ ·

	MX1	MX3	AX3L	MX5	AX5L	AX7L
Premium, Comfort, Sophisticated						
Comfort						
6-Way Powered Driver Seat	×	×	×	×	×	✓
Front Ventilated Seats	×	×	×	×	×	✓
Driver Seat Height Adjust	✓	✓	✓	✓	✓	✓
Sliding Armrest	✓	✓	✓	✓	✓	✓
60:40 Split Rear Seats with Multipoint recline	✓	✓	✓	✓	✓	✓
Rear Seat Armrest with Cup-holder	×	✓	✓	✓	✓	✓
HVAC	✓	✓	×	✓	×	×
Fully Automatic Temperature Control	×	×	✓	×	✓	✓
Active carbon filter	×	×	✓	×	✓	✓
Rear AC Vents	✓	✓	✓	✓	✓	✓
Watts Link Rear Suspension	✓	✓	✓	✓	✓	✓
HRS (Hydraulic Rebound Stop) + FDD (Frequency Dependent Damping) +	✓	✓	✓	✓	✓	✓
MTV-CL (Multi tuning valve- Concentric land)						
Convenience						
Power Windows Front and Rear	✓	✓	✓	✓	✓	✓
Driver Power Window One Touch Up/Down (Antipinch)	×	✓	✓	✓	✓	✓
Electric Adjust ORVM	×	✓	✓	✓	✓	√(With Power Fold)
Auto Headlamp	×	×	✓	✓	✓	✓
Auto Wiper	×	×	✓	✓	✓	✓
Follow me Home Headlamp	✓	✓	✓	✓	✓	✓
Lead me to Thar Roxx Headlamp	✓	✓	✓	✓	✓	✓
Steering Mounted Controls	✓	✓	✓	✓	✓	✓
Rear Wiper + Washer	×	✓	✓	✓	✓	✓
Rear Defogger	×	✓	✓	✓	✓	✓
Roof Lamp	Rear	Rear	Rear	Front + Rear	Front + Rear	Front + Rear
12 V Power outlet	✓	✓	✓	✓	✓	✓
Front USB Port - 2 No (C type 15W + A type Data port)	×	✓	×	✓	×	×
Front USB Port - 2 No. (C type 65W + A type Data port)	×	×	✓	×	✓	✓
Rear USB Port C type 15 W	✓	✓	✓	✓	✓	✓
Cooled Glove Box	×	×	×	×	×	✓
Speed sensing auto door locks	✓	✓	✓	✓	✓	✓
Remote Central Locking	✓	✓	✓	✓	✓	✓
Sophistication						
Premium Embossed Fabric Upholstery	✓	✓	✓	×	×	×
Leatherette Upholstery	×	×	×	✓	✓	✓
Leatherette Wrap on Door Trims + IP	×	×	×	×	×	✓
Leather Wrapped steering	×	×	×	✓	✓	√(Premium)
Acoustic Windshield	×	×	✓	✓	✓	✓
Foot well lighting	×	×	×	✓	✓	✓
Push Button Start	✓	✓	✓	✓	✓	✓
Engine Start Stop	✓	✓	✓	✓	✓	✓
Tyre Direction Monitoring System	✓	✓	✓	✓	✓	✓
Cruise Control	×	✓	√	✓	✓	✓

	MX1	MX3	AX3L	MX5	AX5L	AX7L
Presence - Exterior & Interiors						
R19 Wheels With 255/60 Tyres	-	-	-	-	-	Diamond Cut Alloy
R18 Wheels With 255/65 Tyres	Steel	Steel	Steel	Diamond Cut Alloy	Diamond Cut Alloy	-
Sunroof Single Pane	×	×	×	✓	✓	×
Sunroof Panoramic (Skyroof)	×	×	×	×	×	✓
LED Projectors Headlamps	✓	✓	✓	✓	✓	✓
LED Daytime Running Lamps	×	×	×	✓	✓	✓
LED Projector Front Fog Lamps	×	×	×	✓	✓	✓
LED Turn indicator on Fender	✓	✓	✓	✓	✓	✓
LED Tail Lamps	✓	✓	✓	✓	✓	✓
LED Centre High Mount Stop Lamp	✓	✓	✓	✓	✓	✓
Antenna on LH Fender	✓	✓	✓	✓	✓	✓
All Metallic Body Shell	✓	✓	✓	✓	✓	✓
Spare Wheel	R18 Steel	R18 Steel	R18 Steel	R18 Steel	R18 Steel	R19 Alloy
Spare Wheel Cover	×	✓	✓	✓	✓	×
Skid Plates	✓	✓	✓	✓	✓	✓
Split Tailgate	✓	✓	✓	✓	✓	✓
Side Foot Step	✓	✓	✓	✓	✓	✓
Dual Tone Interiors	✓	✓	✓	✓	✓	✓
Lockable Glovebox	✓	✓	✓	✓	✓	×
Dashboard Grab Handle for Passenger	✓	✓	✓	✓	✓	✓
A & B Pillar Entry Assist Handle	✓	✓	✓	✓	✓	✓
Luggage net hooks in boot space	✓	✓	✓	✓	✓	✓
Sunglass Holder	✓	✓	✓	✓	✓	×
Sunvisor with ticket holder (Driver side)	✓	✓	✓	✓	✓	✓
Anchorage points for front mats	✓	✓	✓	✓	✓	✓
Performance and Capability						
Gen 4 Body On Frame Platform	✓	✓	✓	✓	✓	✓
Gen II Adventure Statistics	×	✓	✓	✓	✓	✓
Drive Modes (Zip & Zoom)	×	✓	✓	√(RWD)	√(RWD)	√(RWD)
4XPLOR - Selectable Terrain Modes (Snow, Sand, Mud)	×	×	×	√(Diesel 4x4)	√(Diesel 4x4)	√(Diesel 4x4)
XPLOR - Selectable Terrain Modes Snow ,Sand, Mud	×	√(RWD)	√(RWD)	√(RWD)	√(RWD)	√(RWD)
Washable mat with drain plug	✓	×	×	×	×	×
Brake Locking Differential	✓	✓	✓	✓	✓	✓
CrawlSmart	×	×	×	×	√(Diesel 4x4 AT)	√(Diesel 4x4 AT)
Intelliturn	×	×	×	×	√(Diesel 4x4 AT)	√(Diesel 4x4 AT)
Electric Driveline disconnect on front axle	×	×	×	√(Diesel 4X4)	√(Diesel 4X4)	√(Diesel 4X4)
Electric Locking Differential	×	×	×	√(Diesel 4X4)	√(Diesel 4X4)	√(Diesel 4X4)
Engine Start/Stop	✓	✓	✓	✓	✓	✓