



Press Release

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ANNEXURE : 1
mahindra^{Rise}

Own a Legend: Mahindra BE 6 Batman Edition The World's First Commercially Available Batman-Inspired SUV

Priced at ₹ 27.79 Lakh* | Limited to 300 Units
Bookings Open on 23rd August 2025

Mumbai, August 14, 2025: Mahindra, in collaboration with Warner Bros. Discovery Global Consumer Products (WBDGCP), introduces the **BE 6 Batman Edition** – a limited-run Electric Origin SUV. Some vehicles are built to move you from one place to another. And then, there are some that move you. The BE 6 Batman Edition belongs firmly in the second category. A production car that brings to life a rare fusion of cinematic heritage and modern luxury, inspired by Christopher Nolan's critically acclaimed *The Dark Knight* Trilogy from Warner Bros. Pictures.

Pratap Bose, Chief Design & Creative Officer – Auto & Farm Sectors, Mahindra & Mahindra Ltd., shares: *"The BE 6 has always been about boldness and forward thinking. With the Batman Edition, we wanted to go further – to create something so personal, so visually arresting, that owning it feels like owning a piece of cinematic history. We've obsessed over even the smallest detail, so that every time you look at it, you discover something new."*

Batman's appeal transcends generations, from comic books and animated series to blockbuster films, the character has remained a cultural icon for decades. Admired by children and adults alike, Batman represents intelligence, skill, and technical savvy. The Batman Edition of the BE 6 taps into this enduring legacy, offering fans a tangible way to connect with one of the most iconic figures in popular culture.

Commenting on this iconic partnership, Vikram Sharma, Senior Vice President, Warner Bros. Discovery Global Consumer Products, APAC, said, *"Batman is more than a pop-culture icon – he represents innovation, resilience, and an unyielding drive to push boundaries. This collaboration brings that spirit to the road in a bold, electric way. With this limited-edition range, fans in India can now experience the thrill of Batman every time they drive. It's a collector's statement on wheels."*

Spotlighting on India, Anand Singh, Senior Director, Consumer Products, Warner Bros. Discovery South Asia, said, *"India has one of the most passionate fan bases for Batman anywhere in the world, and this partnership brings that passion to life in a way never seen before. By fusing the timeless appeal of Batman with the future of electric mobility, we're delivering a product that speaks to India's growing appetite for both cutting-edge technology and world-class storytelling."*

Dive into the world of the BE 6 Batman Edition based on Pack three 79 kWh variant with all its unique features, and let it inspire and strike you with awe!

Exterior Design Elements

- Custom Satin Black Colour premieres on the Batman Edition
- Custom Batman Decal on front doors
- R20 alloy wheels for an aggressive, athletic stance
- Alchemy Gold-painted suspension and brake callipers a bold, premium contrast to the Satin black body
- "BE 6 × The Dark Knight", limited edition, rear badging

*Ex-showroom price, without charger & installation cost. Two charger options available at an additional cost of ₹50,000 for 7.2 kW or ₹75,000 for 11.2 kW charger.

- The Bat emblem, as seen in The Dark Knight Trilogy, uniquely placed on:
 - Hub caps
 - Front quarter panels
 - Rear bumper
 - Windows & Rear Windshield
- Infinity Roof featuring The Dark Knight Trilogy Bat emblem
- Night Trail - Carpet lamps with The Dark Knight Trilogy Bat emblem logo projection
- 'Batman Edition' signature sticker on rear door cladding

Interior Design Elements

- Brushed Alchemy Gold Batman Edition plaque on the dashboard with numbering
- Charcoal leather instrument panel (IP) with brushed gold halo around driver cockpit
- Suede and leather upholstery with gold sepia accent stitching and integrated The Dark Knight Trilogy Bat emblem for a rich, tactile experience
- Gold-accented steering wheel, In-Touch Controller, Electronic Parking Brake, custom key fob with Alchemy gold detailing
- The Dark Knight Trilogy Bat emblem embossed on:
 - The "Boost" button
 - Seats
 - Interior labels
- Pinstripe graphic and The Dark Knight Trilogy Bat Emblem across the passenger dashboard panel
- Race car inspired open straps with Batman Edition Branding Batman Edition welcome animation on the infotainment display
- Custom Batman inspired exterior engine sounds

Every detail, inside and out, is meant to feel intimate – like the SUV and driver share a quiet understanding.

This is more than an SUV. It is a collector's chapter in the Batman legacy, released on International Batman Day and reserved for those who want a story behind their steering wheel, not just a badge on it.

Bookings Open: 23rd August 2025

Deliveries Begin: 20th September 2025 – International Batman Day

For more information, visit Mahindra Electric Origin SUV's official channels or connect with us directly.

Social Media Addresses for Mahindra Electric Origin SUVs:

- **Brand website:** <https://www.mahindraelectricssuv.com/>
- **Instagram:** @mahindraelectricssuvs
- **Twitter (X):** @mahindraeSUVs
- **YouTube:** @mahindraelectricssuvs
- **Facebook:** @mahindraelectricoriginsuvs
- **Hashtags:** #UnlimitIndia #BE6 #MahindraElectricOriginSUVs #BE6BatmanEdition

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

About Warner Bros. Discovery Global Consumer Products:

Warner Bros. Discovery Global Consumer Products (WBDGCP), part of Warner Bros. Discovery's Revenue & Strategy division, extends the company's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBDGCP partners with best-in-class licensees globally on award-winning toy, fashion, home décor and publishing programs inspired by the biggest franchises from Warner Bros.' film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network, HGTV, Eurosport, Adult Swim, and more. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBDGCP is one of the leading licensing and retail merchandising organizations in the world.

Media contact information

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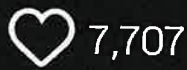
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Audio unavailable



| BE6

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mahindraelectric SUVs BE 6 Batman Edition – Too bold to blink. Too rare to miss.

Bookings open on 23rd August 2025 | ₹27.79 Lakh
Ex-showroom price | Limited to 300 units

Know more: [Link in bio](#)

#BE6BatmanEdition #DriveYourLegend #MahindraBE6
#MahindraElectricOriginSUVs

18 August 2025



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ANNEXURE : 3
mahindra^{Rise}**Press Release****Mahindra BE 6 Batman Edition gets overwhelming response
Total quantity available increased to 999 Units from 300 Units**

***Bookings Open on 23rd August 2025, 11 AM
Deliveries begin on 20th September 2025, International Batman Day***

Mumbai, August 21, 2025: Mahindra announced today that it is increasing the production of the recently-unveiled Mahindra BE 6 Batman Edition to 999 units in response to an extraordinary outpouring of enthusiasm from fans, collectors and the community. Production of the limited edition was originally set to be capped at 300 units.

The Mahindra BE 6 Batman Edition was always envisioned as a celebration of passion, individuality, and the enduring legacy of the Dark Knight. The Mahindra BE 6 Batman Edition has sparked the imagination and joy of the community, especially kids who connect deeply with their heroes. The overwhelming demand has made it clear that fans want more, and Mahindra is here to deliver while keeping the exclusivity intact.

Booking process

- **Pre-bookings (“Add your preference”):** Pre-bookings start August 21st 2025 at 5 PM. Customers can add the Mahindra BE 6 Batman Edition to their cart by visiting the following link: <https://www.mahindraelectricsuv.com/esuv/be-6/batman-edition.html> and clicking “Add your preference”.
- During the “Add your preference” process, customers will be able to validate their phone numbers via an OTP and complete the KYC process, which will enable a faster checkout once bookings open.
- **Bookings open:** on 23rd August, 11 AM, at which point customers can confirm their bookings by paying the booking amount of ₹21,000. Bookings will be confirmed via an OTP-based validation and KYC process. (Customers can move straight to booking if they have already completed “Add your preference” step during Pre-booking).

Special Badges

After booking confirmation and allocation, each customer will be able to choose their desired ‘badge number’ (from 001 to 999). To ensure each customer gets the ‘badge number’ of their choice, we have made the number on the badge non-exclusive.

The BE6 Batman Edition is more than just a car, it’s an extension of the individual’s personality and passion. This new personalization approach ensures that every vehicle celebrates connection and individuality, not just exclusivity. To celebrate this partnership, Mahindra may introduce more limited-edition models in the calendar year 2026.

The legend continues, now with 999 chances to own it.

Terms & Conditions - Mahindra reserves the right to alter the specifications and service offerings without any prior notice.



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For more information, visit Mahindra Electric Origin SUV's official channels.

Social Media Addresses for Mahindra Electric Origin SUVs:

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- **Twitter (X):** @mahindraeSUVs
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- **Hashtags:** #UnlimitIndia #BE6 #MahindraElectricOriginSUVs #BE6BatmanEdition

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← Instagram

ANNEXURE

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👤 mahindraelectricSUVS 🌐 and mahindra_...

YOU ASKED. WE LISTENED.



NOW EXPANDS TO 999 UNITS.

ADD YOUR PREFERENCE ON OUR WEBSITE FROM 5 PM, TODAY



PRICED AT ₹27.79 LAKH*

BOOK YOURS FROM
23RD AUGUST 2025, 11 AM ONWARDS.

*Ex-showroom, before taxes and accessories. The price is subject to change without any prior notice. Excludes GST and other charges.

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mahindraelectricSUVS We've expanded the BE 6 Batman Edition to 999 units, made possible by your overwhelming response.

To make your booking smoother, we've enabled 'Add your preference' on our website from 5 PM, today.

Bookings open from 23rd August 2025, 11 AM.
Deliveries from 20th September 2025.

Know more: Link in bio.

#BE6BatmanEdition #DriveYourLegend #MahindraBE6
#MahindraElectricOriginSUVs

Interior

Alchemy Gold-accented Steering Wheel

FAQs

What is the Batman Edition of BE 6?

The Batman Edition is a **limited-edition variant** of the Mahindra BE 6, inspired by the iconic superhero. It features exclusive design elements, themed interiors, and tech enhancements that pay tribute to Batman's legacy.

What are the key features of the Batman Edition?

Exterior Design Elements

- Custom Satin Black Colour premiered on the Batman Edition
- Custom Batman Decal on front doors
- R20 alloy wheels for an aggressive, athletic stance
- Alchemy Gold-painted suspension and brake callipers-a bold, premium contrast to the Satin black body
- "BE 6 x The Dark Knight" - Limited Edition Rear Badging
- The Bat emblem, as seen in The Dark Knight Trilogy, uniquely placed on:
 - Hub caps
 - Front quarter panels
 - Rear bumper
 - Windows & Rear Windshield
- Infinity Roof featuring The Dark Knight Trilogy Bat emblem
- Night Trail - Carpet lamps with The Dark Knight Trilogy Bat emblem logo projection
- Batman Edition' signature sticker on rear door cladding

Interior Design Elements

- Dark Knight Trilogy Bat emblem logo embossed on:
 - The "Boost" button
 - Seat headrests
 - Interior labels and seat stitching
 - Pinstripe graphic and Batman branding across the passenger dashboard panel
 - Race car inspired open straps with Batman Edition Branding
 - Exclusive BE 6 Batman Edition welcome animation on the infotainment display
 - Custom Batman inspired exterior engine sounds
-

What is the price of the Batman Edition BE 6?

The Batman Edition is based on **Pack Three**, priced at **₹27.79 lakh (ex-showroom)**

Additional charges apply for home charger installation, which is to be procured separately.

- ₹60,000 for 7.2kW charger
 - ₹75,000 for 11.2kW charger
-

What is the booking amount?

The booking token amount is Rs 21,000.

Where can I book the Batman Edition?

Bookings can be made only via Mahindra Electric SUV website:

<https://www.mahindraelectricsuv.com>

Can I convert my existing BE 6 booking to the Batman Edition?

Thank you for your interest in the Batman Edition.

At this time, we're unable to convert existing BE 6 bookings to the Batman Edition, as it is being offered as a separate, limited release with its own booking process. We truly appreciate your enthusiasm and encourage you to explore the Batman Edition through a new booking if you're interested.

When do bookings start?

Bookings for the Batman Edition **open on 23rd August 2025**.

When will deliveries begin?

Deliveries for the Batman Edition **start 20th September 2025**

Where is the Batman Edition available?

It is available **nationwide** through Mahindra Electric Automobile Ltd's dealership network. The bookings, however, have to be made online.

Are test drives available?

Thank you for your interest in taking a test drive of the BE 6.

While test drives for the Batman Edition specifically are not available at the moment, you can experience a test drive of the BE 6 Pack Three. Since the performance, dynamics, and core features are identical, it offers an accurate feel of what the Batman Edition delivers on the road.

No, the Batman Edition is **exclusive to BE 6**.

Is the feature stack the same as BE 6 Pack Three?

Yes, the Batman Edition has the **same feature stack** as Pack Three, with additional enhancements (as shared above).

What are the charging options available?

Customers can choose between:

- **7.2kW AC charger**
- **11.2kW AC charger**

Both are available as optional home installation package, at an additional cost of Rs 60,000 for 7.2 kW charger, and Rs 75,000 for 11.2 kW charger

How many Batman Edition vehicles are available?

Only **999 units** of the Batman Edition will be produced, making it a **limited collector's edition**.

Need help? Call us on

1800 209 6006

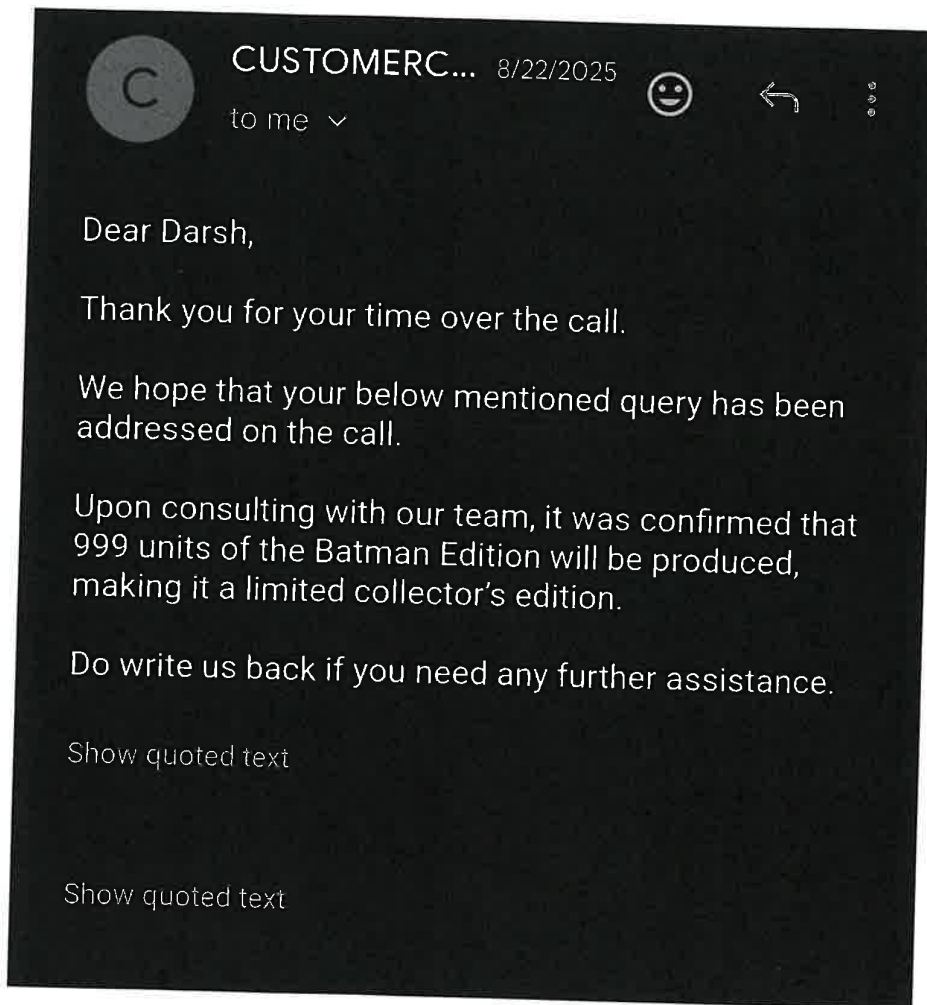
Vehicles	Customer Service	Technology	Quick Links
BE 6			
XEV 9e			
XEV 9S			

Download the Me4U app





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ANNEXURE:6





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 mahindraelectric SUVs  and 3 others






🎵 Hans Zimmer, James Newton Howard - A Dar...



 | BE 6
BATMAN EDITION

999 UNITS. GONE IN 135 SECONDS.

 15.3K  167  41  

mahindraelectric SUVs From 999 to 000 in just 135 seconds. That's how quickly we sold all units of the BE 6 Batman Edition.

Deliveries will begin on Batman Day, 20th September 2025.

Fans Asked, Mahindra Listened: The BE 6 Batman Edition Returns

Auto

Home / Newsroom / Press Release /
Fans Asked, Mahindra Listened: The BE 6 Batman Edition Returns

Author: mahindraadmin Category: Auto Published: 3/6/2026

Ex-showroom price: ₹ 28.49 Lakh

Mumbai, March 6, 2026: Mahindra today announced the return of the BE 6 Batman Edition - the world's first commercially available Batman-themed SUV, following exceptional interest from fans and customers since its original launch.

Created in association with Warner Bros. Discovery Global Consumer Products, the BE 6 Batman Edition sold out its entire allocation of 999 units in just 135 seconds. Since then, this SUV, inspired by Christopher Nolan's *The Dark Knight Trilogy*, has continued to command attention as a collector favourite, with Mahindra receiving multiple social media mentions from fans across platforms, who missed the original window of booking.

In response, Mahindra is reopening bookings for the BE 6 Batman Edition for a limited time. The original 999 vehicles remain the founding chapter of the Batman Edition story, while this follow-up creates a limited opportunity to be part of the Batman Edition experience.

3. Deliveries begin on 10th April 2026

To acknowledge the loyalty of the existing BE 6 Batman Edition community, bookings referred by existing BE 6 Batman Edition owners will receive priority delivery.

Inspired by one of the most enduring cultural icons of our time, the BE 6 Batman Edition seamlessly blends performance, design, and craftsmanship the unmistakable character of DC's Batman.

The BE 6 Batman Edition is based on top-end Pack Three 79 kWh variant of the BE 6.

Key design elements:

- Custom Satin Black Colour
- Custom Batman Decal on front doors
- R20 alloy wheels for an aggressive, athletic stance
- Alchemy Gold-painted suspension and brake callipers a bold, premium contrast to the Satin black body
- "BE 6 x The Dark Knight", limited edition, rear badging
- The Bat emblem, as seen in The Dark Knight Trilogy, uniquely placed on:
 - Hub caps
 - Front quarter panels
 - Rear bumper
 - Windows & Rear Windshield
- Infinity Roof featuring The Dark Knight Trilogy Bat emblem
- Night Trail - Carpet lamps with The Dark Knight Trilogy Bat emblem logo projection
- 'Batman Edition' signature sticker on rear door cladding

Interior design elements:

- Brushed Alchemy Gold Batman Edition plaque on the dashboard
- Charcoal leather instrument panel (IP) with brushed gold halo around driver cockpit

- Gold-accented steering wheel, In-Touch Controller, Electronic Parking Brake, custom key fob with Alchemy gold detailing
- The Dark Knight Trilogy Bat emblem embossed on:
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 - Interior labels
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- Race car inspired door straps with Batman Edition Branding Batman Edition welcome animation on the infotainment display
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Social Media Addresses for Mahindra Electric Origin SUVs:

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About Warner Bros. Discovery Global Consumer Products

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You can also write to us on: automediaenquiries@mahindra.com

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 | BE6
BATMAN EDITION

WHEN THE FANDOM CALLS,
IT RETURNS.



BOOKINGS WILL REOPEN **ON 10TH MARCH, 11 AM**
FOR JUST ONE DAY

ADD YOUR PREFERENCE FROM
6th MARCH 2026 ON THE WEBSITE

♡ 1,320 💬 83 ↻ 10 🚩 📌

mahindraelectricSUVS Some signals refuse to fade.

The BE 6 Batman Edition returns. This time, just for one day.

Stay tuned for more info.

#BE6BatmanEdition #BE6BatmanReturns

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Bookings commence on
10th MARCH, 2026, 11:00AM
for One Day



Add your preference from 6th March 2026.



mahindraelectric SUVs

Follow

The first drop disappeared before the night could even settle. But the fandom kept calling. 🦇

So, the legend returns: Mahindra BE 6 Batman Edition, inspired by the world of Christopher Nolan's trilogy The Dark Knight.

Bookings reopen for just ONE DAY on 10th March at 11am.

#BE6BatmanEdition #BE6BatmanReturns

22 hours ago



mahindraelectric SUVs • 3h • Author



Back for the fans who missed the original window of booking. Bookings for the BE 6 Batman Edition will open for just one day on 10th March at 11AM. For those interested, please add your preference on the link in bio today.


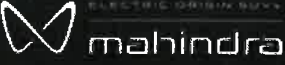
Inspired by one of the most enduring cultural icons of our time, the BE 6 Batman Edition seamlessly blends performance, design, and craftsmanship the unmistakable character of DC's Batman.

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 **BE 6**
BATMAN EDITION  **mahindra**






As outlined in the original press release dated 21 August 2025 announcing the BE 6 Batman Edition collaboration, there was an opportunity for this partnership to continue into 2026.

We are now announcing the 2026 lot of 999 units of the BE 6 Batman Edition which will be available in the specified booking window limited for one day starting 11 am on 10 March 2026. As announced earlier, priority for delivery will be given to the referrals by original BE 6 Batman Edition owners.

The original 999 owners will always remain the founding owners of this story – with only them having secured the car with individually numbered badges, at a special launch price.

Special editions are about celebrating passion and individuality, and we will continue exploring more such expressions in 2027.



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mahindraelectric SUVs Here's an update regarding The BE 6 Batman Edition.

9 March