

October 3, 2023

Asst. Vice President, Listing Deptt.,
National Stock Exchange of India Ltd.
Exchange Plaza, Plot C-1, Block G,
Bandra Kurla Complex,
Bandra (E),
MUMBAI - 400 051
Scrip Code: HEROMOTOCO

The Secretary,
BSE Limited
25th Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI - 400 001
Scrip Code: 500182

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith a copy of the Press Release being issued by the Company.

Kindly place the same on your records.

Thanking you,

For Hero MotoCorp Limited

Dhiraj Kapoor
Company Secretary & Compliance Officer

Encl: As above

Hero MotoCorp Ltd.

Regd. Office: The Grand Plaza, Plot No. 2, Nelson Mandela Road,
Vasant Kunj - Phase - II, New Delhi - 110070, India
Tel. +91-11-46044220, Fax +91-11-46044399
Email: corporate.communication@heromotocorp.com
www.heromotocorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J





New Delhi, India, October 3, 2023

HARLEY-DAVIDSON X440 DELIVERIES TO COMMENCE FROM 15TH OCT, 2023

BOOKING WINDOW REOPENS FROM 16TH OCT, 2023

Bringing a lot of excitement for customers in the upcoming festive season, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, is set to commence deliveries of its first co-developed premium motorcycle **Harley-Davidson X440** on the auspicious first day of the Navratri festival, i.e., **15th October 2023**.

Harley-Davidson X440 is currently being manufactured at Hero MotoCorp's manufacturing facility – called the Garden Factory - at Neemrana in the northern Indian state of Rajasthan. The Company has been organising test rides for pre-booked customers since 1st September 2023.

The new booking window will open from 16th October, and customers can book the new Harley-Davidson X440 at all Harley-Davidson dealerships and select Hero MotoCorp outlets across the country. Customers can also book the motorcycle online by visiting www.Harley-Davidsonx440.com

Mr. Niranjan Gupta, Chief Executive Officer (CEO), Hero MotoCorp, said, *“The Harley-Davidson X440 continues to create excitement across the country. While the production is in full swing at our Neemrana facility, huge number of our pre-booked customers have availed the opportunity to test ride the motorcycle. We are all geared up to add a lot of festive cheer by commencing deliveries of the Harley Davidson X440 to our customers from the first day of the Navratri. This is just the beginning in our winning the premium journey.”*

Since its unveiling in July 2023, the Harley-Davidson X440 has captivated the premium segment customers across India, thereby clocking over 25000 bookings within just a month of its showcase. Hero MotoCorp had to temporarily close the online booking window to cater to the first set of customers.

The motorcycle is available in three variants – **Denim, Vivid and S** at a price of INR 2,39,500/- (Denim), INR 2,59,500/- (Vivid) and INR 2,79,500/- (S) respectively.

For more information on Hero MotoCorp:



For more information on Harley-Davidson in India:

<https://www.facebook.com/HarleyDavidsonindia/>
https://www.instagram.com/harleydavidson_india/?hl=en
<https://www.youtube.com/user/harleydavidsonindia>
https://twitter.com/HarleyIndia?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

Press Contact: corporate.communication@heromotocorp.com