

May 12, 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.

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New Delhi (India). San Jose (Costa Rica). May 12, 2023

HERO MOTOCORP REINVIGORATES PRESENCE IN COSTA RICA PARTNERS WITH MOTOSPORT S.A. AS ITS EXCLUSIVE DISTRIBUTOR TO AGGRESSIVELY EXPAND OPERATIONS IN THE COUNTRY

In line with its aggressive Global Business expansion plans, Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, today announced Motosport SA as its partner in Costa Rica – a key market in Central America.

As the exclusive distributor for the sale and service of Hero MotoCorp motorcycles and scooters in the country, Motosport SA will play a key role in the rapid expansion of Hero's network in Costa Rica.

Established in 2002, Motosport SA has more than two decades of expertise in the motorcycle industry, with a sales, service and parts network spanning across the entire country.

The phase-wise expansion plan has begun with the inauguration of the first Exclusive Hero MotoCorp Store in the Uruca, which is an important industrial and commercial area of San José. The store will display 13 motorcycles across segments and have separate spare-parts and workshop areas. Subsequently, two more stores will be opened in Alajuela and Paseo Colon.

In the next phase of expansion, four more Hero MotoCorp stores will come up in Heredia, Cartago, Liberia and Nicoya and later the network will be spread to all key regions of the country.

Sanjay Bhan, Head – Global Business, Hero MotoCorp said, *“We are delighted to collaborate with an experienced and reputed organization such as Motosport in Costa Rica. With their expertise in the motorcycle market, Motosport is the ideal partner for Hero MotoCorp as we introduce our technologically-advanced and globally benchmarked products and services here. Our immediate focus is to develop a robust and widespread sales, service and spare parts network across the entire country. We expect our new range of motorcycles and scooters to excite the customers.”*

Luis Perez, General Manager, Motosport SA said, *“We are extremely happy to partner with the world's largest manufacturer of motorcycles and scooters, Hero MotoCorp. They are a globally renowned brand and we are confident that Hero products will be appreciated by the customers. We are an established company in the Costa Rica market and our experience and expertise in the market will enable growing the business. The first objective is to enhance our*

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presence, increase recall amongst the customers and popularize the priority products. We look forward to an enduring and highly successful relationship with Hero MotoCorp.”

The company plans to have a distinct product line-up of five models in the country including sports & off-road motorcycles and scooters. Globally popular motorcycles such as the Hero Xpulse 200 Advance and Hero Hunk 160R will be introduced with refreshed styling. The portfolio will also include Hunk 150, Xpulse 200T and Dash 125.

Hero MotoCorp and Motosport SA are confident that the new design and technology of the Hero motorcycles are very relevant to the market. With the accessible price points of the motorcycles and their world-class technology and features, brand Hero will soon carve out a significant share in the Costa Rica market.

Motosport’s nationwide aftersales and parts network will ensure that customers have a hassle-free ownership experience. Motosport will also run promotional offers and financing schemes for customers.

For more information on Hero MotoCorp:



Press Contact:

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