

October 20, 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, October 20, 2023

HERO MOTOCORP INAUGURATES ITS FIRST STATE-OF-THE-ART PREMIUM DEALERSHIP IN INDIA

'HERO PREMIA' DEBUTS IN CALICUT

PREMIUM RANGE OF HERO MOTOCORP PRODUCTS – INCLUDING KARIZMA XMR, HARLEY-DAVIDSON X440 AND VIDA V1 SCOOTERS TO BE ON DISPLAY

Heralding a new era of premium customer experience, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, today inaugurated its first premium dealership '**Hero Premia**' in the vibrant city of Calicut, Kerala. Situated in the Auto hub in Calicut, Hero Premia will play an instrumental role in creating an unrivalled premium sales and service experience for its discerning customers.

Promising a fresh automotive experience to all visitors, Hero Premia features modern architecture, appealing design, and engaging new-age digital technologies. Delivering the best-in-class premium ownership experience, a team of professionally trained sales consultants will offer valued customers personalized sales advice as per customers' mobility needs.

Hero Premia will display Hero MotoCorp's range of premium products – including the newly launched flagship motorcycle **Karizma XMR**. Providing an efficient and green alternative for urban commuters, Hero Premia will also display **Vida V1 scooters**, catering to the growing need for electric mobility solutions. Customers can also experience Hero MotoCorp's first co-developed motorcycle, **Harley-Davidson X440**.

Commenting on the occasion, **Mr. Ranjivjit Singh, Chief Business Officer, India Business Unit, Hero MotoCorp** said, "*As we open doors of our first premium dealership in India, we are not just offering a diversified display of our motorcycles and scooters, we are showcasing the future of mobility which is premium, innovative and sustainable. The FY'24 will see our company significantly strengthen its premium retail experience across India.*"

With the launch of new premium products this year – Karizma XMR and Harley-Davidson X440, the premium portfolio of Hero MotoCorp looks stronger than ever and we're confident that Hero Premia, our brand-new premium retail channel is poised for greater success in the coming months. Offering an inclusive brand experience to its customers under one roof, Hero Premia is not only a point of sale but a testament to our promise of providing an unmatched high-quality brand experience."

NEW-AGE DIGITAL TECHNOLOGY

A seamless journey integrating online and offline touchpoints along with the introduction of digital interactive modules and new-age configurators, Hero Premia promises to make customers' experience even more attractive. The application of cloud technology and augmented-reality will help customers to evaluate and select their dream motorcycle and scooter as per their choice.

HERO MOTOCORP'S 3S

Strategically located, spread across approximately 3,000 sq. ft., Hero Premia will deliver exceptional standards of Sales, Service and Spare-parts in all processes to ensure that customers receive best-in-class sales premium ownership experience.

VISUAL IDENTITY

Hero Premia adds a cutting-edge aura to the new visual identity with contemporary brand elements. The new format of the dealership has been conceptualized keeping everyday adventure and sustainability at its core.

The front fascia of Hero Premia adopts a unique premium dark façade, evoking the connotation of modernity. Inspired by nature, the design elements in the interior such as mountain trails, rock wall, and rafter ceiling exude grandeur. New furnishings and warmer hues and tones in the interior creates a welcoming atmosphere for the customers. The high-class hospitality lounge offers a relaxed and premium ambience.

PRODUCT DISPLAY ZONES

A distinctive and recognizable brand language is used to showcase Hero MotoCorp's diversified range of products. Urban and street motorcycling zones will feature electric mobility and performance motorcycles, while the other half displays lifestyle and exploration through roadsters and adventure motorcycles.

Hero Premia will also have a wide array display of Lifestyle, Merchandise and Accessories by Hero MotoCorp and Harley-Davidson X440.

For more information on Hero MotoCorp:



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