

February 18, 2020

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 Sirs,

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 Ltd.

A handwritten signature in blue ink, appearing to be 'Neerja Sharma'.

(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl.: As above

Jaipur (India), February 18, 2020



**HERO MOTOCORP UNVEILS ITS VISION OF MOBILITY,
INNOVATION & TECHNOLOGY AT
'HERO WORLD 2020'**

**ANNOUNCES INVESTMENT OF RS. 10,000 CRORE OVER THE
NEXT 5-7 YEARS**

**FURTHER STRENGTHENS ITS PREMIUM PORTFOLIO WITH THE
LAUNCH OF HERO XTREME160R**

SHOWCASES ITS ENTIRE NEW BS-VI PRODUCT RANGE

"Sustainability and responsible growth remain at the core of Hero MotoCorp's technology, innovation and global expansion plans. With Hero World 2020, we have curated a novel and unique approach to showcase our future technologies, products and services.

"Over the next 5-7 years, we are aiming to create the next generation of mobility solutions that are relevant to customers across the world. To this end, we have earmarked an investment of Rs. 10,000 Crore along with our ecosystem, which will be utilized towards research and development of alternative mobility solutions, modern, state-of-the-art, sustainable manufacturing facilities, network expansion, and brand building across the globe.

"We are an ever-evolving, youth-centric, innovation led brand, that has remained the market-leader for nearly two-decades now, and yet we are not resting on our laurels. As we enter a new decade, we are aiming at ushering in the next wave of mass mobility that is accessible, convenient and environment-friendly, which is aligned with our rejuvenated Vision of 'Be The Future of Mobility'.

Dr. Pawan Munjal
Chairman, Hero MotoCorp

The **Hero World 2020** - a first-of-its-kind three-day event attended by Global Media, Investors, Dealers from India, Supply Chain partners and Global Distributors from around the world - got off to an action-packed start here today at the state-of-the-art R&D hub of Hero MotoCorp, the Centre of Innovation and Technology (CIT) in the northern Indian city of Jaipur, India.

The Hero World 2020 began with the Company reiterating its commitment to remain at the forefront of mass mobility, by showcasing to the global media three new products, a world-class product accessory, and a display of the entire global product portfolio of Hero MotoCorp - the world's largest manufacturer of motorcycles and scooters.

This was followed by the showcasing of several product concepts and business initiatives that showcase the seeds of its vision for the future of mass mobility, and provided a glimpse into the universe of Hero MotoCorp including the R&D labs, test-tracks, and technology.

The showstopper among the new products unveiled today was the new **Hero Xtreme 160R**, which further strengthens the Company's fast-growing presence in the premium motorcycle segment. The Xtreme 160R - that marks Hero MotoCorp's entry into the popular 160cc motorcycle category - is an attractive product for youth across the globe, with its *Xtreme* performance, head turning aesthetics and agile handling.

Giving a complete makeover to the iconic Passion brand, the company also launched the new modern and vibrant **Hero Passion Pro**. Packed with a 110cc BS-VI engine, the Passion Pro is attractively priced at Rs. 64,990 (*Self-drum Alloy*) and Rs. 67,190 (*Self-disc Alloy*).

**Ex-showroom Delhi*

The third product to be launched was the versatile and stylish **Hero Glamour 125cc**, marking the generational upgrade of the motorcycle. The new Hero Glamour now comes equipped with a more efficient and sturdier BS-VI engine and will be available at Rs. 68,900 (*Self-drum Alloy*) and Rs. 72,400 (*Self-disc Alloy*).

**Ex-showroom Delhi*

Providing even more excitement for enthusiast and building on the cult of XPulse 200, Hero MotoCorp also launched the **Hero XPulse 200 Rally Kit**. Available as a complete kit for aspiring racers at Rs 38,000, the Rally Kit will be retailed at selected dealership from March onward. The Rally Kit adds to the XPulse 200's supreme off-road capability and makes it the ideal motorcycle for amateurs and enthusiast to take-up off-roading.

Mr. Malo Le Masson, Head - Global Product Planning, Hero MotoCorp, said, *"Constant innovation and cutting-edge technologies remain the hallmark of Hero MotoCorp. The new products and technologies showcased today display our pursuit to offer the most exciting, innovative and efficient products and technologies to our customers in markets across the world. The journey doesn't stop, here we plan to strengthen our portfolio further and expect more exciting surprises in the future."*

PRODUCTS

Hero XTREME 160R

Setting the bar for sportiness and real-world performance, the new Xtreme 160R comes with a powerful 160cc air-cooled BS-VI Compliant engine with Electronic Fuel Injection. The Engine delivers an impressive power output of 15 BHP @ 8500 RPM. Combined with a low kerb weight of 138.5 Kg, the bike delivers class leading 0 to 60 Km/hr acceleration in 4.7 seconds.

The new Xtreme 160R enjoys a commanding riding position and an ergonomically optimized set-up; courtesy the tubular rigid diamond frame with 5 speed Constant Mesh Gearbox and a Multi Plate Wet Clutch.

The 37mm Telescopic front forks and a 7-step adjustable rear mono-shock suspension work well in tandem to provide precise handling and smooth ride. The 130/70-17" radial rear tyre provides superior grip in all riding conditions. Braking duties are carried out by 276mm Front & 220mm Rear petal disc brakes. The 170mm ground clearance ensures extreme agility and precise handling.

The new Xtreme 160R is paired with a first in segment LED package, from Front full LED headlamp, to rear H signature LED tail lamp, all the way including LED Turn indicators with Hazard light switch. The inverted Digital display, together with the first in segment side stand engine cut off will ensure the ride is both exhilarating and safe.

This new head turner from Hero is available in two variants - Front Disc with Single Channel ABS and Double Disc (Front and Rear) with Single Channel ABS and three vibrant color combinations of White with Grey, Blue with Grey and Sports Red with Grey.

Hero Glamour BS-VI

A seamless blend of style and performance – the New Glamour BS-VI runs on the new 125cc engine with XSens Programmed Fuel Injection. The new engine produces 19% more power with a power output of 10.73 BHP @ 7500 RPM and torque of 10.6 Nm @ 6000 RPM. Featuring Hero's revolutionary i3S (idle start-stop system), together with Auto Sail Technology, the new Glamour BS-VI delivers on its brand promise.

Built on an all new rigid diamond Frame, with 20% more Ground Clearance, 14% more front suspension travel and 10% more rear suspension travel helps the rider glide over any obstacles all day.

The front 240mm disk brakes and ground clearance of 180mm provide the assertive reliability and all-day comfort with real road presence, thereby, staying true to the brand promise of performance and comfort.

With the two variants- Self Drum Alloy and Self Disc Alloy, and dual tone body graphics of Sports Red, Techno Blue, Tornado Grey and Candy Red, the new Glamour BS-VI ups the style quotient for the aspirational youth.

Hero Passion Pro BS-VI

The new Passion Pro comes with new 110cc XSens Programmed Fuel Injection BS-VI Engine, delivering high fuel economy and a power output of 9.02 BHP @ 7500 RPM (9% more) and torque of 9.79 Nm @ 5000 RPM (22%). Featuring Hero's revolutionary i3S (idle start-stop system), the new Passion Pro BS-VI delivers on the brand promise of performance with style.

Built on new diamond frame, the Front suspension travel has been increased by 14%, while the Rear suspension travel has been increased by 10%. The ground clearance has also been increased by 9% to provide unmatched riding comfort and responsiveness on all road surfaces.

The all new body with trend setting imagery - new sleek headlamp, signature tail lamp and triple tone graphics gives the bike a youthful and a trendy vibe.

All new Auto Sail Technology and the Digi-analogue cluster with Real-Time mileage indicator, ups the promise of technology, performance and style.

The new Passion Pro is available in two variants- Self Drum alloy and Self Disc drum, in four youthful color combinations of Sports Red, Techno Blue, Moon Yellow and Glaze Black.

Hero XPulse 200 Rally Kit

Hero MotoCorp's experience at the world's top rally races, including the Dakar Rally has been used to develop the XPulse 200 Rally Kit.

The Rally Kit transforms the XPulse 200 into an accessible and competitive purpose-built machine, enabling enthusiasts to improve their off-roading skills and test their limits. It also encourages young riders to build a career in motorsports.

The Rally Kit comprises of Front fully-adjustable telescopic fork with 250mm stroke and fully adjustable 10 step rear Mono shock with 220 mm stroke. Upping the comfort quotient and riding stance are a host of features -- the Flat 'bench' seat, handle bar risers, increased ground clearance of 275mm, rally tyres by Maxxis, longer side stand and an extended gear lever to accommodate off-road style boots.
