

October 19, 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 read 'Neerja Sharma', written over a light blue horizontal line.

(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl.: As above

New Delhi, October 19, 2020

HERO MOTOCORP ADDS FESTIVE COLORS TO THE COUNTRY'S MOST POPULAR MOTORCYCLE

LAUNCHES SPLENDOR+ BLACK AND ACCENT

'FIRST IN CATEGORY' CUSTOMISATION OPTIONS FOR CUSTOMERS

Aligned with its new Vision and in continuation of its focus on customer-delight and product innovation, Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, has launched a new edition of the iconic Splendor motorcycle – **the Splendor+ Black and Accent**.

A **first-of-its-kind initiative** in the motorcycle category, the Splendor+ Black and Accent can be **customized with the graphics of customer's choice** at the time of purchase.

The unique concept is a **result of the company's innovative 'Hero CoLabs' contest**. As part of the contest, participants from across the country created graphic design themes for the Splendor+ motorcycle. Out of the thousands of entries, the top 3 designs have been put into production.

These three designs are now be available to customers to choose from and have one of them installed on their new motorcycle. Customers can choose to purchase the motorcycle without any graphics as well.

Launched on April 7, 2020, Hero CoLabs provided the ideal platform to enthusiasts, brand fans, students and professionals to showcase their creativity and design skills. The Challenge received over 10,000 registrations. The results were announced on May 16, 2020.

Malo Le Masson, Head of Strategy, Hero MotoCorp said, *"This is an excellent example of Hero MotoCorp's new Vision and Mission of moving ahead with a collaborative approach and achieving synergy between the digital and physical world. Within five months, we have put the winning designs, from the contest, into production and made them available to our customers. We will continue to bring more such creative initiatives in the future."*

Press Release

Splendor+ Black and Accent with Optional Design Themes

The Splendor+ Black and Accent edition comes in an 'All-Black' avatar with black tyres, black engine and black chain cover. The stylish appeal can be further accentuated with a 3D Hero logo, which is available as an accessory.

The Splendor+ Black and Accent will be available at a price of Rs 64,470/- across all Hero MotoCorp dealerships.

*Ex-showroom Delhi

At the time of purchase, customers can choose from three distinct design themes – **Beetle Red, Firefly Golden and Bumble Bee Yellow.**

The graphic themes are priced attractively at Rs 899/- across the country. Customers can also buy the complete kit including graphics, 3D Hero Logo and Rim Tape at a Rs 1,399/-.

For more information:

www.heromotocorp.com | FB: /HeroMotoCorpIndia | Twitter: @HeroMotoCorp

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