

April 9, 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', with a horizontal line underneath.

(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl.: As above

Hero MotoCorp Ltd.

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HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J

New Delhi, April 9, 2020

HERO MOTOCORP LAUNCHES THE INNOVATIVE 'HERO COLABS – THE DESIGN CHALLENGE'

WINNER TO RIDE AWAY WITH AN XPULSE 200 – THE INDIAN MOTORCYCLE OF THE YEAR

INITIATIVE TO PROMOTE COLLABORATION & CO-CREATION

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, has launched a new innovative initiative - **Hero CoLabs – The Design Challenge**, thereby providing an ideal platform to enthusiasts, brand fans, students and professionals to showcase their creativity and design skills.

The Challenge has already received over 1000 registrations, within one day of launch.

Hosted in two categories, the challenge requires participants to design their own version of graphics for the iconic Hero Splendor+ (Challenge #1) or design a Hero T-Shirt / Hero Riding Jacket (Challenge #2) or both.

The interested contestants can visit the official website of Hero MotoCorp (www.heromotocorp.com) or the microsite (www.herocolabs.com) to register and submit their entries. The last date of submission is April 21, 2020.

The grand prize will be the much-loved Hero XPulse 200 – Indian Motorcycle of the Year 2020. The first runners-ups will receive Hero Accessories or Vouchers worth Rs 10,000 and second runners-ups will receive Hero Smart Sunglasses. Additionally, there will be 15 special mentions that will receive vouchers worth Rs 500 each.

In addition to the prizes and rewards, Hero MotoCorp may also make it a memorable experience for the participants by putting some of the entries into production.

Malo Le Masson, Head of Global Product Planning, Hero MotoCorp said, *"Hero CoLabs is an exciting new platform, allowing individuals to showcase their talents. This initiative is based on the two pillars of our mission - to collaborate and co-create. We are creating a community defined by their genuine and meaningful engagement, passion and creative spirit. Hero CoLabs will expand to other aspects of innovation, this is just the beginning."*

After submission of entries on the official website, Hero MotoCorp will post the top 50 designs, across categories, on the microsite for voting. Participants will also have the opportunity to post their designs on their personal Social Media pages to maximize the

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support for their entries. Winners will be decided based on the voting results of the microsite and an internal Jury as formed by Hero MotoCorp.

The Winners, Runners-Ups and Special Mentions will be announced on May 5, 2020 on Hero MotoCorp's social media platforms. There will be separate Prizes for Challenge #1 and Challenge #2.

For more information:

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

Press Contact:

corporate.communication@heromotocorp.com