

August 3, 2022

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 Limited



(Dhiraj Kapoor)
Company Secretary & Compliance Officer

Encl: As above

Press Release

New Delhi, August 3, 2022



HERO MOTOCORP LAUNCHES 'WHEELS OF TRUST' IN A NEW-AGE PHYGITAL AVATAR

INTRODUCES INNOVATIVE TWO-WHEELER EXCHANGE ECOSYSTEM

Further strengthening its digital journey towards enhanced customer experiences, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, has introduced the company's two-wheeler resale platform "**Wheels of Trust**" in a *phygital* avatar.

By offering an integrated omni-channel (digital and on-ground) exchange ecosystem, the company aims to strengthen its one-stop solution to exchange existing two-wheelers of any brand by providing the best resale value.

Offering the new-age experience, prospective customers can avail Wheels of Trust DIY (do-it-yourself) valuation from the comfort of their smartphones, which promises to deliver swift and transparent indicative resale value. The experts present at 900+ trusted channel partners will then facilitate the customers with professional certification, spot-bidding for best market offers, quick deal and hassle-free exchange for their existing two-wheelers.

Commenting on the launch, Mr. Ranjivjit Singh, Chief Growth Officer, Hero MotoCorp said, *"Wheels of Trust', the two-wheeler resale platform from Hero MotoCorp has served more than 5 Lac+ happy customers with complete trust, transparency and peace of mind. Now in the phygital avatar, customers can discover the best resale value of any two-wheeler from the comfort and convenience of their homes. The pre-owned segment is evolving each day, and we are happy to provide an ecosystem that enables owners of old two-wheelers to have a hassle free upgrade."*

'Wheels of Trust' offers a strong value proposition for customers looking for personal mobility solutions. Scan the QR Code to experience an end-to-end technological solution for best resale value of any two-wheeler instantly.



Visit: www.wheelsoftrust.com

Press Release

For more information on Hero MotoCorp:



Press Contact:

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