

September 26, 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

New Delhi, September 26, 2022

HERO MOTOCORP BRIGHTENS UP THE FESTIVE SEASON FOR ITS CUSTOMERS WITH 'GRAND INDIAN FESTIVAL OF TRUST'

INTRODUCES A SLEW OF INITIATIVES, DISRUPTIVE CONSUMER BENEFITS AND GIVEAWAYS

To mark the beginning of this year's auspicious festive season, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, today announced the launch of **Hero GIFT- the Grand Indian Festival of Trust**. A celebration spanning across the festive season, the initiative includes exciting model refreshes, retail benefits, slew of financing schemes*, pre-booking offers and much more.

The Hero GIFT program builds on the trust factor that Brand Hero enjoys among the customers. The theme for the mega-campaign this year is '*India, Let's Celebrate, Phir Se Dil Se*', which reflects the excitement with which families in the country are preparing for the normal festive season after a hiatus of two years.

Commenting on the initiative, **Mr. Ranjivjit Singh, Chief Growth Officer, Hero MotoCorp** said, "*Serving the personal mobility needs of 100 million+ customers, Hero MotoCorp has been considered a trusted member of Indian families. We are hopeful that the Hero GIFT will provide a huge boost to the buyer morale, thus contributing to the spirit of revelry, happiness and excitement. This will be accompanied with thrilling new benefits that reaffirm customer trust, allowing them to take home iconic Hero products and the love and happiness that comes along with them.*"

The festive campaign will feature exciting model refreshes of Hero MotoCorp's iconic products, including Hero Splendor+ in Silver Nexus Blue color and Hero Glamour in stunning Canvas Red. In addition, the customers will also get to take home HF Deluxe in festive Gold stripes and Pleasure+ XTEC in Pole Star Blue. The festive portfolio will also include the eye-catching Xtreme 160R Stealth 2.0 edition for the tech-savvy customers.

As a part of this promotion, the company is also offering insurance benefits, easy financing schemes such as buy now-pay later, low down payment, cash EMI, 5 year standard warranty, and cash benefits on various products. Customers can also apply for an Aadhaar based loan application Suvidha Scheme, under which customers are only required to present their Aadhaar Card to be eligible for vehicle financing.

Hero scooters will come with the Super-6 Dhamaka package* offering benefits up to Rs. 13,500. These benefits include a year-long insurance benefit, 2-year free maintenance, Rs.

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3000 exchange bonus, Rs. 4000 GoodLife Gift vouchers, 5-year warranty and 6 months EMI offers with 0% interest.

The Grand Indian Festival of Trust adds even more value by offering an INR 5000 exchange bonus on Hero Premium Range. Customers can also get a chance to participate in a workshop with India's face of motorsports, CS Santosh.

Adding to the celebratory mood, Hero MotoCorp is also bringing on-board the Indian superstar Ram Charan as the official brand ambassador for the stylish 125cc Glamour XTEC.

About the Campaign

Hero GIFT is curated with Wunderman Thompson as the creative and execution partner. Embodying the diverse spirit of festivities and culture in India, Hero GIFT represents thoughtful, intricate insignia of festivals celebrated in the country. The logo has enabled the company to reflect the uniqueness of each festival using distinctive, colorful motifs for various festivals.

**Terms and Conditions apply*

**Schemes may vary in certain markets*

For more information on Hero MotoCorp:

Press Contact:

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