

September 29, 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

Digitally signed
by Dhiraj Kapoor
Date: 2022.09.29
14:12:06 +05'30'

(Dhiraj Kapoor)
Company Secretary & Compliance Officer

Encl: As above

Hero MotoCorp Ltd.

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HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J



New Delhi, September 29, 2022

INDIAN SUPERSTAR RAM CHARAN BEGINS HIS EXCITING RIDE WITH HERO MOTOCORP TO USHER IN FESTIVE SEASON RIDING THE STYLISH GLAMOUR XTEC MOTORCYCLE

To bring added excitement for the customers in the festive season, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, today announced the appointment of Indian superstar, **Ram Charan** as the new brand ambassador.

The energized high-decibel campaign of Glamour XTEC - **Gazab Style, Gazab Technology** features Ram Charan riding stunning Glamour in Nexus Blue Colour. The actor is seen as a stylish protagonist who brings alive the unique aspects of the motorcycle such as connectivity, performance, style and safety. The Glamour XTEC personifies the evolved preferences of today's youth with its elevated glamour quotient and consistent performance.

The new campaign taps into a new-age youth culture of 'swiping' and how with just a right or a left swipe they decide what they like and what they don't. More importantly it's with just a glance that they decide what they like which makes leaving a great first impression critical. The campaign depicts Glamour XTEC setting the benchmark in the market with its new-age features, premium and youthful appeal, thus leading the game.

Commenting on the partnership, **Mr. Ranjivjit Singh, Chief Growth Officer, Hero MotoCorp** said, *"The association with the celebrated Indian actor, Ram Charan marks yet another significant milestone in the journey of one of India's most popular two-wheeler brands, Glamour. With Ram Charan, we have gained a partner who shares the same X-factor as the new Glamour XTEC, and is equally youthful, performance-oriented, and vibrant. As the motorcycle continues to set new benchmarks in the 125cc segment this festive season, we are looking at building a deeper connection with our customers through our upcoming television campaign featuring Ram."*

On the appointment as the brand ambassador for Hero Glamour XTEC, **the Indian actor Ram Charan** said, *"I am really excited to be a part of the Hero MotoCorp Family - the world's largest manufacturer of motorcycles and scooters. And, I am really looking forward to a glamorous time ahead."*

The commercial will showcase both the effortless style and high fashion quotient as well as the attention-grabbing high-tech features. Within just a short period of time, Glamour XTEC has caught the imagination of the customers in the 125cc motorcycle segment. The

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motorcycle appeals to the youth with its exciting features, such as Bluetooth connectivity for call and SMS alerts, Navigation Assist, Built-in Mobile Charger, LED headlamp along with safety features, Side-Stand Engine cut off and Bank Angle Sensor.

Link to TVC -

<https://www.youtube.com/watch?v=4keKFYWQpW4>



For more information on Hero MotoCorp:



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