

November 4, 2025

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 Sir / Madam,

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

Hero MotoCorp Ltd.

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Milan, November 04, 2025

Hero MotoCorp Unveils Bold Vision for Sustainable Electric Mobility and Global Growth at EICMA 2025

- **Launches Vida Novus: A Human-Centric, Intelligent, and Sustainable Revolution in Mobility**
- **Reveals Cutting-Edge Global Portfolio of Electric Scooters and Motorcycles**
- **Introduces the All-New Hunk 440 SX & XPulse 210 Dakar Edition, redefining Adventure, Safety, and Performance**

Marking a defining moment in the global mobility landscape, Hero MotoCorp today launched the next chapter of sustainable & electric mobility under its VIDA brand, alongside high-performance internal combustion engine (ICE) models engineered, conceptualized and developed by Hero MotoCorp's R&D centres in India and Germany.

*"At Hero MotoCorp, we envision the Future of Mobility at the powerful intersection of technology, sustainability, and human ambition. As the world's largest manufacturer of motorcycles and scooters, we are committed to creating smarter, cleaner, and more connected mobility products, platforms and solutions. This year, as we proudly celebrate serving over 125 million customers across 52 countries, we continue to build on our legacy as a global mobility leader. Our showcase at EICMA 2025 brings our vision **"Be the Future of Mobility"** to life, demonstrating how we converge our legacy & scale, manufacturing & engineering excellence, and innovation & sustainability."*

Dr. Pawan Munjal
Executive Chairman, Hero MotoCorp

VIDA - Powered by Hero MotoCorp, Unveils a New Era of Human-Centric, Intelligent, and Sustainable Mobility

Today, Hero MotoCorp, through its electric brand VIDA, unveiled the **first of the VIDA Novus lineage**—three bold expressions of the future of mobility. The **VIDA Novus** portfolio marks a transformative leap in redefining sustainable, intelligent, and connected mobility, driven by the brand's philosophy—**Life is Movement**.

- **NEX 1:** A new mobility archetype—portable, personal, and designed to move with you, not merely carry you.
- **NEX 2:** A compact, self-balancing electric trike that combines the thrill of a motorcycle with three-wheel stability for urban practicality.
- **NEX 3:** A sleek, all-weather personal EV that offers the safety and comfort of four wheels in an elegant and versatile form, for both urban and rural journeys.

The VIDA Novus portfolio embodies Hero MotoCorp's vision for the future of mobility—intelligent, sustainable, and seamlessly integrated into everyday life.

VIDA Accelerates Global Expansion and Unveils Next-Generation E-Scooters and E-Motorcycles at EICMA 2025

Building on its India success, VIDA today announced the European launch of the **VIDA VX2** urban scooter at EICMA 2025. Designed to blend the practicality of traditional scooter with cutting-edge EV technology, the VIDA VX2 offers an impressive 125 km WMTC range, a top speed of 90 km/h, twin removable IP67-rated batteries, and an IP68-rated PMSM drivetrain. VX2 is a testament to VIDA's commitment to reliable, globally accessible electric mobility solutions.

In addition, VIDA makes a historic stride in its global electrification journey with the unveiling of two groundbreaking electric motorcycle concepts:

- **VIDA Concept Ubex:** VIDA's first global electric motorcycle, the Ubex, is a Neo-Naked Urban Explorer combining futuristic design with multi-terrain capability. Built on a modular platform with advanced smart connectivity, the Ubex offers class-leading ride comfort and versatility, setting a new standard for electric motorcycles.
- **VIDA Project VxZ:** Developed in collaboration with Zero Motorcycles USA, **Project VxZ** marks a major milestone in global electrification. This cutting-edge e-motorcycle platform strengthens the partnership between Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, and Zero Motorcycles, a leader in performance EV motorcycles. Together, this alliance accelerates the transformation of the global two-wheeler landscape.

VIDA DIRT.E Series: Hero MotoCorp Unveils the Future of Electric Off-Road—“Ride Beyond the Wild”

Hero MotoCorp, through its electric brand VIDA, today unveiled the **VIDA DIRT.E Series**, a brand-new line of off-road electric motorcycles designed for those who “**Ride Beyond the Wild.**” With the launch of these innovative models, VIDA continues to push the boundaries of electric mobility, blending **sustainability, performance, and thrill** for riders of all ages.

- **DIRT.E K3:** The first-of-its-kind electric motorcycle for children which features three adjustable sizes, designed to grow with riders from ages 4 to 10 years. Born from dust, grit, and glory, the DIRT.E K3 redefines how young riders learn to ride—**safely, skillfully, and sustainably.** Honored with the prestigious **Red Dot Design Concept Award 2025**, the DIRT.E K3 will make its debut in Europe and India, with official pre-interest registrations now open.
- **DIRT.E MX7 Racing Concept:** The DIRT.E MX7 Racing Concept is a high-performance, agile electric off-road motorcycle built for riders who refuse to settle for the ordinary. Designed with a **fierce off-road attitude**, the MX7 combines cutting-edge electric technology with Hero's legendary Dakar Rally engineering expertise. **Lighter, nimbler, and built for endurance**, the DIRT.E MX7 offers an unparalleled riding experience for off-road enthusiasts.

Hero MotoCorp Unveils Performance Machines: Hunk 440SX & Rally-Ready Xpulse 210 DAKAR EDITION

Hero MotoCorp unveiled two internal combustion engine (ICE) models—the **Hunk 440 SX** and the **Xpulse 210 Dakar Edition**—engineered with direct insights from the demanding challenges faced by the Hero MotoSports Team Rally. These **consumer centric** machines reflect Hero’s commitment **to performance, precision, and global expansion**, offering a seamless blend of **cutting-edge technology, capability, and reliability**.

Both models are designed for global markets and fully compliant with Euro5+ emission standards, reinforcing Hero MotoCorp’s dedication to delivering sustainable mobility solutions across both electric and ICE segments.

- **Xpulse 210 DAKAR EDITION: Rally Champion DNA**: In celebration of its 2024 FIM World Title and recent Dakar Podium finish, Hero MotoCorp unveiled the Xpulse 210 Dakar Edition—a true rally-ready motorcycle designed for the ultimate adventure enthusiast.
 - **Unmatched Performance**: Powered by a liquid-cooled 210cc DOHC engine, the Xpulse 210 Dakar Edition delivers exhilarating performance and precision control, ensuring riders experience every adventure to its fullest.
 - **Game-Changing Suspension**: Equipped with fully adjustable, rally-grade suspensions, the Xpulse 210 Dakar Edition offers an impressive 280mm of travel and a towering 270mm ground clearance, making it built for extreme off-road challenges.
 - **Market Compliance**: The Xpulse 210 Dakar Edition is also Euro5+ compliant, meeting stringent European emissions standards while delivering top-tier performance for the most demanding off-road enthusiasts.
- **Hunk 440 SX: The Modern Scrambler**: The Hunk 440 SX is built for riders who demand more from their motorcycles. As a modern scrambler, this rugged yet refined model is built for those who live to explore both city streets and untamed trails.
 - **Engine & Technology**: Powered by a 440cc oil-cooled, long-stroke engine, the Hunk 440 SX is equipped with Ride-by-Wire technology, offering multiple ride modes and switchable ABS with traction control for enhanced safety and control in all conditions.
 - **Chassis & Capability**: Its rugged design is supported by a high-strength perimeter frame, tall 18-inch front wheel, long-travel suspension, and high ground clearance, ensuring it can tackle both urban streets and untamed trails with confidence.
 - **Global Readiness**: Fully Euro5+ compliant, the Hunk 440 SX is prepared for evolving European emission standards, affirming Hero’s ongoing commitment to cleaner, more sustainable ICE technology.

About Hero MotoCorp

Hero MotoCorp, headquartered in New Delhi, India, is the world's largest manufacturer of motorcycles and scooters for 24 consecutive years with ~\$5 billion revenue. The Company's global footprint spans 52 countries across Asia, Africa, Europe, Central and Latin America with a customer base of over 125 million. The Company operates eight manufacturing facilities - six in India and one each in Colombia and Bangladesh - along with two Research and Development centres: Centre for Innovation and Technology (CIT) in India and Tech Centre Germany (TCG).

Hero MotoCorp is driving the transition to electric mobility through VIDA, powered by Hero. Strategic alliances with Harley-Davidson and Zero Motorcycles support the design and development of premium and electric motorcycles, respectively. Further demonstrating its commitment to the EV future, the Company has made strategic investments in two- and three-wheeler EV manufacturers, Ather Energy and Euler Motors. Hero MotoCorp is the only Indian two-wheeler manufacturer listed on the prestigious Dow Jones Sustainability Index (DJSI).

Beyond mobility, Hero MotoCorp is a major global promoter of sports, including golf, football, field hockey, and cricket. Hero MotoSports Team Rally is India's flag bearer in global rally racing.

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