

October 13, 2025

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National Stock Exchange of India Ltd.
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Bandra Kurla Complex,
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Mumbai - 400 051
Scrip Code: HEROMOTOCO

The Secretary,
BSE Limited
25th Floor,
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Mumbai - 400 001
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Sub: Press Release

Dear Sir(s),

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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Redefining the Future of Mobility - Hero MotoCorp, the World's Largest Two-Wheeler Maker Debuts in Italy

Hero MotoCorp, marks their entry in Italy through a distribution partnership with Pelpi International and Euro 5+ Models

MILAN, ITALY / NEW DELHI, INDIA, Oct 13th 2025 — Hero MotoCorp, the world's largest manufacturer of two-wheelers, today announced its official entry into the Republic of Italy. As the **world's #1 two-wheeler manufacturer for over 24 years** serving a massive **consumer base of 125 million** globally, this expansion marks **Hero MotoCorp's entry into its 49th international market**.

With two state-of-the-art R&D facilities in Germany and India, the company is committed to delivering future-ready, sustainable and smart mobility solutions that empower diverse rider preferences globally. The distribution of products from Hero MotoCorp Ltd will be managed by **Pelpi International**, one of Italy's largest distributors offering two-wheeler sales, service and parts across Italy through a network of 160+ dealers and a strong team of passionate riders led by Mr. Cesare Galli. Initial distribution of products from Hero MotoCorp will focus on key cities with 36+ dealers, gradually expanding to 54.

The Brand Philosophy: You Are Limitless

As Hero MotoCorp debuts in Italy, it brings with it a powerful philosophy: **"You Are Limitless."** This belief celebrates the spirit of today's riders - individuals that are not defined by a single path, but by the unique experiences in life they choose to undertake. The company embodies this spirit of freedom and determination, having become the youngest team to claim a Dakar podium finish in just seven years - a testament to conquering diverse challenges both on and off the track.

The three flagship models - **Xpulse 200 4V**, **Xpulse 200 4V Pro** and **Hunk 440** - represent this philosophy in motion. The adventurous and curious Xpulse inspires riders to turn every journey into a discovery, while the bold and confident Hunk 440 empowers them to live life on their own terms. Both models are E5+ and EU-compliant, built for a new generation of riders who are always on the move - embracing every role they play, every road they take in life.

Limitless Freedom: The Hunk 440

The Hunk 440 enters the sought after L3e-A2 performance category, built for effortless city commuting and powerful motorway acceleration. Its engine delivers exceptional low-end torque of 36.0 Nm at 4000 rpm and

a net power of 27 BHP at 6000 rpm, and is engineered to comply with Euro 5+ standards. High tensile steel trellis frame enable high-speed stability on long tours and superior handling on short dashes.

Designed for confidence and control, the Hunk 440 comes equipped with dual-channel ABS featuring large 320 mm front and 240 mm rear discs. Its premium appeal is enhanced by USD Cartridge Forks by KYB, a full-digital & connected TFT display, turn-by-turn navigation, all-LED lighting, and wide 150/60 ZR 17 radial tyres that lend it a bold, commanding presence on the road. The Hunk 440 is not just a motorcycle – It's Limitless Freedom on two wheels - a perfect blend of power, style and everyday practicality.

Experience this performance and refined craftsmanship, starting at €3.990 (Incl. VAT) offered in 2 exciting colours - Twilight Blue and Phantom Black.

Limitless Adventure: The Xpulse 200 Family

The Xpulse family bridges urban practicality with rugged off-road capability, empowering riders the freedom to chart their own course and discover what lies beyond.

The Xpulse 200 4V Pro is the ultimate adventure companion, featuring a powerful 4-Valve head that produces 18.9 BHP and 17.35 Nm torque, tuned for climbing steep inclines and sustaining long-distance journeys. With three ABS Modes (Road, Off-road, and Rally), it ensures optimal safety and control to master diverse European terrains. The Xpulse 200 4V Pro is built for those who seek new horizons. Designed as Touring Technology Ready, it comes equipped with digital speedometer, inverted LCD Display enhancing the style and convenience, exciting features such as tachometer, gear position indicator, brightness adjustment, Bluetooth turn-by-turn Navigation, and LED Projector headlamps. Its long-travel suspension is precisely tuned to handle the rugged and adventurous European trails, reinforcing the bike's Trail-Ready Strength. The Xpulse 200 family transforms every ride into an exploration—It's Limitless Adventure, wherever the road may lead you.

Experience this blend of adventure and technology with the Xpulse 200 4V for €2.990, and the top-spec Xpulse 200 4V Pro for €3.190. The Xpulse 200 4V is available in Matte Nexus Blue and the Xpulse 200 4V Pro in Pearl Fadeless White.

Driving Growth with Assurance and Expertise

Hero MotoCorp offers a standard 3-year warranty with its products. Reinforcing its commitment to quality, reliability and performance in Europe, Hero MotoCorp will be offering an additional 2-year warranty with their products as part of special launch offering, taking the total warranty to 5 years (T&Cs applied).

Mr. Sanjay Bhan, Executive Vice President, Hero MotoCorp, stated: *"Entering Italy, the very heartland of two-wheeler culture, marks a defining milestone in Hero MotoCorp's global expansion journey. We aim to redefine 'The Future of Mobility' at a global scale with next-gen smart mobility solutions that cater to diverse riding preferences. With products that reflect both the **Explorer** and **Liberator** spirit, we are inviting Italian riders to experience **Limitless Freedom** and **Limitless Adventure** every day. Our success in the Dakar Rally with **Hero MotoSports** is a testimony of our global engineering excellence and the innovation in products that we are bringing for Italy market."*

Mr. Cesare Gali, Managing Director, Pelpi International, added: "We are proud to champion Hero MotoCorp's entry into Italy. Their global scale, product quality, and the unparalleled commitment of a 5-year warranty give us immense confidence. The Hunk 440 and Xpulse 200 fill crucial, highly competitive segments in Italy, offering a unique blend of technology and value that will resonate deeply with Italian consumers."

Pelpi International will make the brand available for Italian customers with 36 dealerships for sales and service across key cities in Italy. Both Hero MotoCorp and Pelpi International share a deep commitment to prioritizing Italian customers and delivering a seamless ownership experience, backed by a strong sales and service network across the region.

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 a global footprint spanning 48 countries across Asia, Africa, Latin America and a customer base of over 125 million. VIDA, powered by Hero, is the company's dedicated electric mobility arm, driving innovation and sustainability. Hero MotoCorp has collaborations with Harley-Davidson and Zero Motorcycles and strategic investments in Ather Energy and Euler Motors. 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) near Munich. Hero MotoCorp is the only Indian two-wheeler manufacturer listed on the prestigious Dow Jones Sustainability Index (DJSI). Beyond mobility, Hero MotoCorp is a leading global corporate promoter of multiple sports including golf, football, field hockey, and cricket. Hero MotoSports Team Rally is India's flag bearer in global rally racing, while legendary golfer Tiger Woods is the company's Global Corporate Partner.

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