

November 14, 2018

Asst. Vice President, Listing Deptt.  
**National Stock Exchange of India Ltd.,**  
Exchange Plaza, Plot C/1, G Block  
Bandra Kurla Complex,  
Bandra (E),  
MUMBAI - 400 051  
Scrip Code: HEROMOTOCO

The Secretary,  
**BSE Limited**  
25<sup>th</sup> 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 Ltd.**

A handwritten signature in blue ink, appearing to read 'Neerja Sharma', is written over a light blue horizontal line.

**(Neerja Sharma)**  
**Company Secretary**



Encl.: as above

**New Delhi, November 14, 2018**

## **HERO MOTOCORP COMMENCES NATIONAL RETAIL SALES OF DESTINI 125 – THE BOLD & PREMIUM 125CC SCOOTER**

### **FIRST SCOOTER IN THE COUNTRY TO FEATURE THE i3S - 'IDLE START-STOP' SYSTEM**

In keeping with its strategic focus and commitment to introduce higher-engine capacity products, **Hero MotoCorp**, the world's largest two-wheeler manufacturer, has commenced the national retail sales of its new Destini 125 scooter.

The Destini 125, which was recently launched in the Delhi-NCR market during the festive season, aims to fortify the Company's presence in the fast-growing 125cc scooter segment.

The Destini 125 will be available from Wednesday, November 15, at Hero MotoCorp dealerships across the country.

A perfect ride with emphasis on style, power and technology, the new Destini 125 is also the first and only scooter in India to feature the highly efficient idle start-stop-system – based on Hero's revolutionary i3S technology.

**Sanjay Bhan – Head of Sales, Customer Care and Parts Business, Hero MotoCorp**, said, *"We are set to delight our customers by commencing the national retail sales of the Destini 125. We are confident that the Destini 125 will be a strong enabler for us in growing our presence in this category. We strategically launched the scooter during the festive period in the Delhi-NCR market and initial response has been very positive."*

The ex-showroom prices of the Destini 125 in specific markets across the country are –

City	Price (Lx)	Price (Vx)
Mumbai	55,550	58,800
Bengaluru	56,050	58,900
Chennai	56,950	60,200
Hyderabad	56,250	59,500
Pune	55,550	58,800
Ahmedabad	55,650	58,800
Kolkata	56,950	59,600
Delhi	54,650	57,500

### **Destini 125**

#### **Powerful Ride**

The Destini 125 draws its power from a new 125cc Energy Boost Engine, producing power output of 8.7 bhp @6750 rpm and maximum torque of 10.2 Nm @5000 rpm. The powertrain offers 17% higher torque and 9% higher power than the existing 110cc scooter.

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### **Smart Technology**

As a first-in-class feature, the Destini 125 brings Hero's intuitive i3S (Idle-stop-start system) to the 125cc scooter segment for enhanced efficiency. In addition, a Digital-analog Speedometer, Side Stand Indicator and Service Due Reminder assures a hassle-free ride.

### **Utmost Convenience & Safety**

External fuel filling system, Remote key opening, Mobile charging port\*, and Boot light\* offer unmatched convenience. The scooter also provides superior road comfort and safety with telescopic suspension and an Integrated Braking System.

### **Premium Style & Sturdiness**

Targeted at young professionals from the metro and mini-metros, the Destini 125 comes packed with a host of style elements to enhance the appeal of the premium and modern scooter. These include metal body with a bold premium Chrome Chest\*, Signature Tail Lamp & Winkers, side chrome garnishes\*, stylish Cast wheels\*, new body color mirrors, and a dual tone seat cover\*.

Adding to the style quotient are the four premium metallic colors – Noble Red\*, Chestnut Bronze, Panther Black and Pearl Silver White.

\*\*\*\*\*

(\*) standard equipment on Vx variant.

### **For more information:**

Please visit: [www.heromotocorp.com](http://www.heromotocorp.com) | FB: /HeroMotoCorpIndia | Twitter: @HeroMotoCorp

### **Press Contact:**

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