

April 15, 2021

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**  
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.**



**(Neerja Sharma)**  
**Company Secretary & Chief Compliance Officer**

Encl.: As above

New Delhi, April 15, 2021

## **HERO MOTOCORP FURTHER EXPANDS ITS DIGITAL OUTREACH TO ENHANCE CUSTOMER CONVENIENCE**

### **LAUNCHES SALES & AFTERSALES SERVICES ON MESSAGING APP**

Building on its industry-leading digital initiatives for enhanced customer experience, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, has launched a comprehensive range of sales and aftersales services on the messaging app – WhatsApp.

Hero MotoCorp customers will now be able to avail a host of services from an easy-to-interact menu-based chatbot that can be accessed 24\*7 on the messaging platform. The company is offering informative, transactional, and location services through this new initiative, with the objective of providing its new-age, digital-savvy customers a seamless and easy-access engagement.

Commenting on the new accessibility feature, **Naveen Chauhan, Head – Sales & Aftersales, Hero MotoCorp, said**, *“Hero MotoCorp is committed to providing the best-in-class solutions to our customers. Initiating WhatsApp support is in line with our objective to provide contactless and easily accessible sales & service options. With this new digital initiative, we hope to strengthen our connection with the customers and at the same time ensure hassle-free, timely, and effective solutions at their fingertips.”*

To access the feature, customers can scan the QR code available at all Hero MotoCorp customer touch-points or by calling +918367796950 from their mobile device. Once initiated, customers may start the conversation at any time of the day and avail of a range of services offered by the feature.

Providing real-time services and offering support on a wide range of topics, the feature provides the following key facilities –

- Service booking and post-service feedback
- Real-time status check of the vehicle under repair
- Locating nearest workshop and showroom
- Self-Job-card initiation
- Vehicle enquiry and bookings
- Service and maintenance schedule
- Digital Sales and service invoice copy
- Information on New models, TVCs, Goodlife program, Hero app, Safety tips, and Maintenance videos

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Press Release

*For more information, please visit:*

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

*Press Contact:*

[corporate.communication@heromotocorp.com](mailto:corporate.communication@heromotocorp.com)