

July 22, 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
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



(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl: As above

New Delhi, July 22, 2021

HERO MOTOCORP BRINGS ADVANCED TECHNOLOGY EDGE TO ITS SCOOTER PORTFOLIO

LAUNCHES THE NEW 'CONNECTED' MAESTRO EDGE 125 WITH FIRST-IN-SEGMENT FEATURES

Aligned to its aggressive growth strategy in the scooter segment, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, today launched an advanced, 'connected', and feature-rich new Maestro Edge 125.

Close on the heels of the launch of Glamour Xtec on Tuesday, the new Maestro Edge 125 adds to the ever-growing appeal of the successful Maestro brand, offering the ideal combination of style and technology. The new scooter offers a connected and distinctive experience with its enhanced aesthetics, modern technology, and edgy design.

Building on an aggressive stance, the new Maestro Edge 125 offers a high-value and premium experience with the **first-in-segment projector LED Headlamp, fully digital speedometer, Bluetooth connectivity** with call alerts and turn-by-turn navigation, **Hero Connect** and new sharper design features.

Available in exciting new colors at Hero MotoCorp customer touch-points across the country, the Maestro Edge 125 is attractively priced at Rs. 72,250/- (Drum variant)*, Rs. 76,500/- (Disc variant)* and Rs. 79,750 (Connected variant)*.

*(Ex-Showroom, Delhi).

Since its inception the Maestro Edge 125 has attracted customers who want the latest in technology and trends. With this upgrade, Hero MotoCorp is further strengthening its association with the youth and tech enthusiasts.

Malo Le Masson, Head of Strategy and Global Product Planning, Hero MotoCorp, said, "The Maestro Edge 125 has been a key player in the 125cc scooter segment. In this latest avatar, we have sharpened its 'Edge' further with LED Projector headlamp, Digital Speedometer, Turn-by-Turn Navigation and Bluetooth connectivity. This scooter has it all. These upgrades are part of our overall portfolio push to provide more technology and features to our customers."

Naveen Chauhan, Head of Sales and Aftersales, Hero MotoCorp, said, "We are witnessing an increasing demand for our scooters recently and with the new Maestro Edge 125 we expect this trend to continue. With its first-in-segment features and new design, this scooter will definitely resonate with the youth across the country."

Press Release

New Maestro Edge 125

First-in-segment LED Projector Headlamp

The new sleek headlamp boasts of high efficiency, double light intensity, and wider & farther light spread for enhanced visibility on the road.

Design

The new Maestro Edge 125 is packed with a host of new design elements including the completely new sharp headlamp, sharper front design, new sporty dual tone stripe pattern, masked wipers and new prismatic colors.

Connected Features

The Maestro Edge 125 has a fully digital speedometer with Bluetooth connectivity that offers features like Pairing with Passkey, Turn-by-Turn Navigation with superior display, Miss-call alert, Incoming Call Alert, RTMI (Real-Time Mileage Indication), ECO Indicator, and Low Fuel Indicator.

Additionally, with 'Hero Connect' as standard fitment, the Maestro Edge 125 also provides more value and peace of mind to the customers. Hero Connect has eight important features like Topples Alert, Theft Alert, find my parking, track my vehicle, trip analysis and more.

New Colors

The connected variant of Maestro Edge 125 comes in two new prismatic colors - Prismatic Yellow and Prismatic Purple. The Disc variant is available in six colors - Candy Blazing Red, Panther Black, Pearl Silver White, Matt Techno Blue, Prismatic Yellow and Prismatic Purple. The Drum variant is available in four colors - Candy Blazing Red, Panther Black, Pearl Silver White and Matt Techno Blue.

Engine

The Maestro Edge 125 is powered by a 124.6cc BS-VI Compliant Programmed Fuel Injection engine with 'XSens Technology' - delivering a power output of 9 BHP @ 7000 RPM and torque-on-demand of 10.4 NM @ 5500 RPM.

For more information:

www.heromotocorp.com | FB: HeroMotoCorpIndia | Twitter: HeroMotoCorp | IG: HeroMotoCorp

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