

August 29, 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

Dhaka, August 29, 2021

HERO MOTOCORP REVS UP ITS PREMIUM MOTORCYCLE PORTFOLIO IN BANGLADESH

LAUNCHES THE EXCITING NEW 'HERO HUNK 150R' WITH SEGMENT LEADING FEATURES

Building on its robust portfolio of premium products in the country, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, is all set to excite the customers in Bangladesh with its latest motorcycle – the **Hero Hunk 150R**.

Developed especially for the Bangladesh market, the premium Hunk 150R delivers an **unparalleled experience** with its new-age experience and riding style. The bike offers best-in-class single-channel ABS and a 7-step adjustable mono-shock rear suspension for superior and safe handling - making the Hunk 150R a stand-out premium product that will appeal to the aspirational youth of Bangladesh.

Offering performance, sportiness and features, the Hunk 150R is available at an attractive inaugural price of **BDT 164,490** (Double Disc) and **BDT 174,490** (Double Disc with Single Channel ABS), across Bangladesh at authorized dealer touch-points.

In addition to its new-age styling, real-world performance, unmatched ride & handling, and enticing features, the motorcycle is also equipped with the best-in-class 130/70 R17 Rear Tyre ensuring superior road grip in all riding conditions.

Commenting on the launch, **Sanjay Bhan, Head – Global Business, Hero MotoCorp** said, *“Bangladesh continues to be one of our most important & strategic markets. The Hunk 150R has been designed and developed for the Bangladesh market and further strengthens Hero MotoCorp’s premium portfolio that includes motorcycles such as Hunk 150 and Thriller 160R. This launch amplifies our commitment to providing exciting products to our customers in Bangladesh. The launch of Hunk 150R is in line with our R4 strategy (Revitalize, Recalibrate, Revive and Revolutionize) to grow our presence and volumes in key markets.”*

Hero MotoCorp forayed into Bangladesh in April 2014 through a joint venture with Nitol Niloy Group. The Company has a state-of-the-art manufacturing facility at Jessore with an installed capacity of 150,000 motorcycles and scooters per annum.

Hero MotoCorp products are sold across the country through Niloy Motors Limited, the exclusive distributor of Hero MotoCorp products in Bangladesh, which has a network of more than 500 customer touch-points across the country. Hero MotoCorp was the first

manufacturer in the country to offer five years warranty on its products. The company's current product portfolio in Bangladesh includes eight motorcycles and two scooters.

HERO HUNK 150R

Unmatched Ride and Handling

Equipped with a 149.2 cc air-cooled engine, the Hunk 150R delivers an impressive 14.2 BHP of power and 12.5 Nm of torque.

Aimed to provide a real-world performance, the Hunk 150R features a lightweight yet rigid diamond tubular frame offering **precise handling and stability** on corners and straight roads. Paired with 130/70mm Radial Rear Tyre, the Hunk 150R ensures a superior road grip in all riding conditions.

The riding triangle has been tuned to provide **the perfect balance of agility, stability, and comfort**. The motorcycle also boasts of a first-in-category 7-step adjustable mono-shock suspension for ensuring a sporty ride. The broad 37mm beefy front forks also ensure a stable and plush ride for the rider.

Superior features

The Hunk 150R comes equipped with many safety features and is equipped with the optional single-channel ABS ensuring safe braking. Sporting a new alloy wheel design, the 276mm front and 220mm rear disc brakes come as a standard feature for **efficient stopping power** in all riding conditions.

Designed to provide **ease of access**, it features a sporty Digi-Analog Instrument Cluster with a side stand indicator, trip meter, and service reminder. The self-start button comes as a standard along with an engine kill switch for added convenience.

Dynamic Design & Style

The hunk 150R flaunts a muscular fuel tank with aggressive shrouds that make a bold **statement while riding** and enhances the road presence.

Adding to the striking aesthetics is a chiseled rear cowl, sporty headlight with wolf-eyed LED position lamps, LED tail-light with signature light guides making it easier to get recognized even in dark. The sport-dynamic graphics actuates the design lines offering an **unmistakable style**.

Colors with Expression & Variants

The Hunk 150R is available in **two variants** – Double Disc and Double Disc with single-channel ABS. It is offered in **three colors** – Black, Sports Red, and Techno Blue

About Hero MotoCorp Ltd.

Hero MotoCorp Ltd., headquartered in New Delhi (India), has been the world's largest manufacturer of motorcycles and scooters, in terms of unit volume sold by a single company in a year, since the past 20 consecutive years. The company has sold more than 100 million motorcycles and scooters in cumulative sales since its inception and currently sells its products in more than 40 countries across Asia, Africa, the Middle East, and South and Central America. Hero MotoCorp has eight world-class manufacturing facilities, including six in India, and one each in Colombia and Bangladesh. The Company's motorcycles and scooters are designed and developed at its state-of-the-art R&D facilities - the Center of Innovation and Technology (CIT) in the northern state of Rajasthan, in India, and Hero Tech Center GmbH, near Munich, in Germany. It is also one of the largest global corporate promoters of multiple sporting disciplines, including golf, football, field hockey, cricket, and motorsports. Winner of fifteen Majors Tiger Woods is Hero MotoCorp's global corporate partner.

For more information:

www.heromotocorp.com / FB: [HeroMotoCorpIndia](#) / Twitter: [HeroMotoCorp](#) / IG: [HeroMotoCorp](#)

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For more information on Hunk 150R,

www.niloyhero.com/hunk150r