

December 31, 2019

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
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 Ltd.

A handwritten signature in blue ink, appearing to read 'Neerja Sharma', with a horizontal line underneath.

(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl.: As above

Hero MotoCorp Ltd.

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HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J

New Delhi, December 31, 2019

HERO MOTOCORP INTRODUCES COUNTRY'S FIRST 100-CC BS-VI MOTORCYCLE – HF DELUXE BS-VI POWERED BY PROGRAMMED FI WITH 'XSSENS TECHNOLOGY'

ATTRACTIVELY PRICED @ RS. 55,925/-

Reiterating its commitment to quickly roll-out an exciting and comprehensive BS-VI product portfolio for its customers, Hero MotoCorp, the world's largest two-wheeler manufacturer, today launched the first BS-VI motorcycle in the entry segment – the HF Deluxe BS-VI.

The commencement of despatches for the HF Deluxe BS-VI come close on the heels of the Company's first-ever BS-VI product launch – the Splendor iSmart, thereby reaffirming the leadership role played by Hero MotoCorp in migrating to the new emission regime.

With these products coming in quick succession, Hero MotoCorp is rapidly ramping-up its portfolio of BS-VI products and plans to transform its entire range to BS-VI norms very soon.

The HF Deluxe, India's most successful and iconic motorcycle in the entry segment, will be available at Hero MotoCorp showrooms in the country at attractive prices of Rs. 55,925/- for Self-Start Alloy-wheel variant and Rs. 57,250/- for Self-Start Alloy-wheel i3S variant (both prices ex-showroom Delhi) from the beginning of January 2020.

In addition to keeping the core brand DNA of superior performance and fuel-efficiency intact, the new HF Deluxe BS-VI is now powered by Programmed Fuel-Injection with 'XSens Technology' (10 sensors) providing even higher fuel-efficiency (9% higher), effortless acceleration, smoother ride and easy starting anytime & anywhere (ease of cold starting).

Vikram Kasbekar, Executive Director – Operations (Plants) and Chief Technology Officer, Hero MotoCorp, said, *“At Hero MotoCorp, we have been working towards ensuring a smooth transition to the BS-VI norms, not just for us but also for all our stakeholders, the industry and most importantly the customers. We are into the final leg of this transition phase and key products in our portfolio like the HF Deluxe are being transitioned now to ensure smooth ramp-up. Our BS-IV inventories are low and will not be replenished going forward. We will be introducing a slew of BS-VI products in the coming weeks.”*

Commenting on the occasion, **Malo Le Masson, Head - Global Product Planning, Hero MotoCorp**, said, *"HF Deluxe is the most popular entry segment motorcycle in India. The bike has already entered the 2-Million sales club and commands well over 2/3rd market share in the category. With the new HF Deluxe BS-VI, powered by Programmed FI technology, we have further enhanced the performance and efficiency of the motorcycle. We have now launched two new BS-VI motorcycles in quick succession and are committed to a rapid transition of our entire portfolio to the new norms."*

The new HF Deluxe has been designed and developed completely in-house, at the company's R&D hub, the Center of Innovation and Technology (CIT) in Jaipur, Rajasthan.

Hero MotoCorp is the dominant market leader in the motorcycle segment with well over 60% market share.

THE NEW HF DELUXE BS-VI

BS-VI Compliant FI Engine

The new HF Deluxe BS-VI comes with a 100cc BS-VI Compliant Programmed Fuel Injection engine with 'XSens Technology' (10 Sensors) - delivering an impressive power output of 7.94 BHP @ 8000 RPM and torque-on-demand of 8.05 NM @ 6000 RPM. The new and improved HF Deluxe BS-VI offers a 9% higher fuel efficiency, with better performance (+6% faster acceleration), consistent start-ability (even in cold conditions) and longer engine life. The new motorcycle also features Hero's revolutionary i3S (idle start-stop system).

Superior Drive and Control

The Programmed FI system ensures a precise air-fuel mixture delivery under varying load conditions enabling smoother rideability. It also ensures continuous and real-time adjustment to the air and fuel mixture (through sensors and ECU) based on engine load & ambient conditions for sharper throttle response. The system allows more efficient combustion resulting in higher fuel efficiency and cleaner emissions. The system is typically maintenance-free and does not break down easily. With 165mm ground clearance and 1235mm wheelbase, the bike delivers superior ride with more stability. In addition, the High Tensile Steel Frame offers strength, rigidity and responsive handling.

New and Improved Style

The HF Deluxe BS-VI comes with all-new graphics and colors. The motorcycle is available in trendy combinations of Black with Red, Black with Purple, Black with Grey and in two new colour schemes of Techno Blue and Heavy Grey with Green.

For more information, please visit:

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

Press Release

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