

November 10, 2020

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

Press Release

New Delhi, November 10, 2020

HERO MOTOCORP CONTINUES PRODUCT BLITZ DURING THE FESTIVE SEASON

LAUNCHES THE XTREME 200S IN BS-VI AVATAR

Restating its commitment to an exciting and comprehensive premium portfolio, Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, has launched the **Xtreme 200S** in the BS-VI avatar.

The head turner Xtreme 200S is a striking and powerful chapter in the Company's well-rounded premium portfolio. Focused on catering to the aspirations of the youth across the country, the Xtreme 200S offers a dynamic combination of performance, styling, and differentiated appeal.

Riding on a BS-VI engine with advanced XSens technology, the new Xtreme 200S now comes with an oil-cooler and in a new Pearl Fadeless White color.

The Xtreme 200S BS-VI will be available at Hero MotoCorp showrooms across the country at an attractive price of Rs 1,15,715/-*.

*(ex-showroom Delhi)

The Xtreme 200S also comes with a complimentary Road Side Assistance (RSA), valid for one-year. The RSA provides 24x7 assistance to customers all across India with benefits such as On-call Support • Repair on spot • Tow to the nearest Hero workshop • Fuel Delivery in case of fuel run-out • Flat tyre Support • Battery Jump Start • Accidental Assistance (on demand) • Key Retrieval Support.

Commenting on the launch, Naveen Chauhan, Head – Sales and Aftersales, Hero MotoCorp, said, *“The new Xtreme 200S showcases our focused approach to the premium segment. Our premium products like the Xtreme 160R and XPulse 200 BS-VI are receiving an overwhelming response from the customers. I am confident that the Xtreme 200S will build on their success.”*

Malo Le Masson, Head of Strategy, Hero MotoCorp, said, *“Our horizontal strategy catering to all customer categories has worked really well and has allowed us to grow our market share in the premium motorcycle segment. We are confident that the BS-VI Xtreme 200S will continue its strong performance and further fortify our presence in the segment.”*

Press Release

Xtreme 200S BS-VI

The Xtreme 200S is powered by a 200cc BS-VI Programmed Fuel Injection engine with XSens Technology, providing a superior ride experience. It delivers 17.8 BHP @ 8500 RPM and an impressive torque of 16.4 Nm @ 6500 RPM. The motorcycle now comes with an oil cooler that further improves the riding experience with improved engine heat exchange ensuring no overheating, higher durability and longer engine life.

Offering perfect riding ergonomics with aerodynamic fairing, the new Xtreme 200S provides an unmatched combination of performance and style. Targeted at today's smart and connected next-gen, the new motorcycle with its sporty stance and wind protection rides as comfortably in the city as on the highways.

In addition to a compact exhaust that adds to the sleek appeal, the motorcycle offers Twin LED headlamp and LED tail light, Bluetooth connectivity, turn-by-turn navigation, Auto-Sail technology, chiseled rear cowl design, anti-slip seats and a full Digital LCD cluster with gear indicator, trip meter and service reminder.

The Xtreme 200S comes with a 7-step adjustable mono shock suspension that offers superior ride handling, 276 mm Front Disc with single channel ABS and 220 mm Rear Disc for added safety.

Adding to the sporty appeal of the motorcycle are three exciting colors - Sports Red, Panther Black and the new Pearl Fadeless White.

For more information:

www.heromotocorp.com | FB: /HeroMotoCorpIndia | Twitter: @HeroMotoCorp

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