

August 24, 2023

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 Sir(s),

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

Dhiraj Kapoor
Company Secretary & Compliance Officer

Encl: As above

Hero MotoCorp Ltd.

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Press Release

New Delhi, August 24, 2023

HERO MOTOCORP LAUNCHES 'NEW GLAMOUR' IN A REFRESHED AVATAR

PROGRESSIVE STYLISH DESIGN, ENHANCED ERGONOMICS AND ADVANCED TECHNOLOGY

Riding on the strong legacy of the iconic Glamour brand, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters today introduced the **New Glamour**. The refreshed avatar of Glamour is the latest addition in the company's exciting range of technologically-advanced and attractively designed products in the 125cc segment.

The new Glamour impresses with its timeless yet perfectly measured balance of aesthetics, high-practicality and efficiency. It rides on the stylish design which made it a household brand transcending age groups and generations.

A perfect embodiment of technology and style, new Glamour comes with Hero MotoCorp's revolutionary i3S technology (Idle Stop-Start System). The new Fully Digital console, real time mileage indicator, and mobile charging port add to the tech profile of the motorcycle.

With robust design features, the new Glamour looks even more powerful and expressive. The New chequered stripes live up to classic styling aspirations. Superior ergonomics ensure a high level of comfort, accessibility and long-distance commute.

Launched in two variants Drum and Disc, the new Glamour is available at Hero MotoCorp showrooms across the country at Rs. 82,348/- (Drum Variant)* & Rs. 86,348/- (Disc Variant)*.

*(Ex-Showroom, Delhi).

Commenting on the launch, **Mr. Ranjivjit Singh, Chief Business Officer, India BU, Hero MotoCorp**, said, *"With its immense popularity, Glamour has created a large base of loyal fans among the youth of the country who are seeking style, comfort & technology. At Hero MotoCorp, our intent has always been to provide our customers with distinctive features and technologically advanced products. The introduction of the New Glamour will further strengthen the brand's presence in the most competitive 125cc segment and help in improving market share. We are confident that the iconic Glamour in its new avatar will add to the growing appeal of our two-wheeler portfolio"*.

NEW GLAMOUR

Style

The heavy muscular design and expansive surfaces of the new Glamour radiate an expression of grandeur. The versatile shape, distinctive proportions blend harmoniously with classic design elements. Carrying forward its DNA, the Glamour retains its strong areas of identifications such as front cowl, fuel tank and form of the shroud. The chequered stripes lend even more personality to Glamour's powerful look.

Comfort

Superior ergonomics through reduced rider (8mm) and pillion seat height (17mm) ensures easier accessibility and upright seating position. The flatter tank profile and increased rider seat space offers an active and high level of comfort. The ground clearance of 170mm provides a confident riding stance.

Tech-Enabled

The New Glamour comes with a full digital cluster, real time mileage indicator, low fuel indicator ensuring smooth and hassle-free riding experience. It also has an integrated USB charger that further boosts the convenience to the riders.

Engine

It is powered by an OBD2 & E20 compliant 125cc engine, with a power output of 7.97kW@ 7500 RPM and torque of 10.6 Nm @ 6000 RPM and delivering a mileage of 63Km/l. With Hero MotoCorp's revolutionary i3S (idle stop - start system), the motorcycle delivers on its brand promise of performance, comfort and mileage.

Color Schemes

The new Glamour comes in three exciting new color options, each of which skillfully showcases the varying character traits of the motorcycle – Candy Blazing Red, Techno Blue-Black and Sports Red-Black.

For more information on Hero MotoCorp:



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