

September 25, 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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New Delhi, September 25, 2023

HERO MOTOCORP ANNOUNCES NEW PRICE OF KARIZMA XMR, EFFECTIVE FROM OCT 1ST

BOOKINGS WITH INTRODUCTORY PRICE TO CLOSE ON SEPTEMBER 30TH

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, today announced the new price of the Karizma XMR.

The new price will be INR 1,79,900 onwards (Ex-showroom, Delhi) **w.e.f. October 1st, 2023.**

Hero Karizma XMR will be available at **current introductory price of INR 1,72,900, till Midnight, September 30th 2023.** Customers can continue to book the motorcycle at Hero MotoCorp dealerships across the country or online by visiting www.heromotocorp.com or calling on 7046210210 with a booking amount of INR 3,000/-. The current booking window will close at Midnight on September 30th, and the date for new booking window will be announced later, which will be with the revised price.

Mr. Ranjivjit Singh, Chief Business Officer (India Business Unit), Hero MotoCorp said, *"The new Karizma XMR has already created a lot of excitement among the customers. The response has been great and this is a true testament to the trust that our customers have placed in this iconic legend. The production for the new Karizma has already started and we will soon commence the deliveries. We are confident of offering an exceptional riding experience to the customers this festive season."*

The new Karizma XMR is the most powerful motorcycle in its class, producing the highest torque. The motorcycle is powered by 210cc Liquid Cooled DOHC Engine, 6-speed transmission that comes with Slip and Assist Clutch and Dual Channel ABS.

Thanks to the enriched ergonomics, sporty agility, comfort and dynamic performance, the new Karizma XMR embodies a fresh new take in the 210cc category. It offers a versatile mix of sporty character and touring abilities, thus providing a unique riding experience.

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With today's customers looking for Advanced Technology, the new Karizma XMR is packed with the segment-first adjustable windshield, Intelligent Illumination Headlamp and Turn-By-Turn navigation guaranteeing an unparalleled motorcycling experience.

For more information on Hero MotoCorp:



Press Contact:

corporate.communication@heromotocorp.com