

August 2, 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, India, August 02, 2023

HERO MOTOCORP ANNOUNCES NEW PRICES OF HARLEY-DAVIDSON X440

ONLINE BOOKINGS AT CURRENT PRICES TO CLOSE ON 3RD AUGUST 2023

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, today announced the new pricing of the Harley-Davidson X440.

The Harley-Davidson X440 will now start from INR 2,39,500 onwards (Ex-showroom, Delhi). This price increase of INR 10,500 will apply to all the variants.

Harley-Davidson X440 will be available at current introductory price of INR 2,29,000, till 3rd August 2023. Customers can book their motorcycle online, by visiting www.harley-davidsonX440.com with a booking amount of INR 5000/-.

Mr. Niranjan Gupta, Chief Executive Officer (CEO), Hero MotoCorp, said, *"Since the time of its launch, Harley-Davidson X440 has created a significant excitement in the industry. We had launched this at introductory price of INR 2,29,000. We are now announcing the new price that will be applicable for next window of online bookings. Current online booking window with introductory price closes on 3rd August. It's a fantastic opportunity to avail of the benefit and own a Harley-Davidson."*

The ramp up of production capacity is already in progress in response to the demand trends. Hero MotoCorp will start the production of the Harley-Davidson X440 in September at the company's Garden Factory at Neemrana, in the northern Indian state of Rajasthan, and commence customer deliveries from October 2023. Deliveries to customers will be made on a prioritised basis as per booking dates.

The Harley-Davidson X440 inherits the character of the iconic Harley-Davidson brand with its commanding road presence. With its distinctive design, all-metal body, and a powerful engine, the motorcycle showcases its persona of a true performer in style. Nimble and agile in traffic, yet supremely robust and comfortable over rough terrain, Harley-Davidson X440's ride quality opens a whole new world of inspiring riding experience.

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For more information on Hero MotoCorp:



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