

May 3, 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.

Regd. Office: The Grand Plaza, Plot No. 2, Nelson Mandela Road,
Vasant Kunj - Phase - II, New Delhi - 110070, India
Tel. +91-11-46044220, Fax +91-11-46044399
Email: corporate.communication@heromotocorp.com
www.heromotocorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J



New Delhi, May 3, 2023

VIDA, POWERED BY HERO, SET FOR RAPID EXPANSION TO 100 CITIES

VIDA, Powered by Hero, the emerging mobility brand of Hero MotoCorp - the world's largest manufacturer of motorcycles and scooters - **is all set to expand its operations in the country.**

VIDA plans to increase its presence to 100 cities within this calendar year 2023. It will use Hero MotoCorp's expansive dealer network to rapidly scale up its operations across the country.

It has already commenced the expansion plan with eight new cities – Pune, Ahmedabad, Nagpur, Nasik, Hyderabad, Chennai, Calicut and Kochi. VIDA has already been present in Bengaluru, Jaipur, and Delhi.

The expansion plans will be supported through new pricing for the VIDA V1. All new bookings and subsequent sales to customers will be made under the new pricing. The VIDA V1 Plus will now be priced at Rs. 119,900/- and VIDA V1 Pro will now be priced at Rs. 139,900/-. (ex-showroom price pan-India, including portable charger and FAME II subsidy). These prices will make the product more accessible to a larger set of customer segments and can accelerate the EV transition in the scooter category.

Prices will vary across the country basis respective state subsidies. For instance, in Gujarat the **VIDA V1 Plus and VIDA V1 Pro will be available at an ex-showroom price of Rs. 99,900/- and Rs. 119,900/- respectively**, including state subsidies.

Dr. Swadesh Srivastava, Head – Emerging Mobility Business Unit (EMBU), Hero MotoCorp, said: *“In line with our vision to democratize green mobility and expedite the growth of the electric vehicle (EV) category, we are set for a rapid expansion of VIDA across the country. We will utilize the existing network strength of Hero MotoCorp to expand operations to 100 cities. We are confident that our new price points will bring more customers into the EV scooter category and make them experience VIDA's world-class “Worry Free EV Ecosystem”. Aligned with our customer-centric ethos, we will also extend the pricing benefit to the existing VIDA V1 customers.”*

As part of its digital-first, omnichannel approach, VIDA currently has Experience Centers in Bengaluru and Jaipur and pop-up stores in Delhi. **The pre-bookings of the VIDA V1 in the eight new cities have commenced already and deliveries will start soon.**

Press Release

The VIDA V1 comes with two removable batteries, and **best-in-class combination** of performance, range and top-speed.

VIDA has set up nearly 300 charging points at 50 locations across the three initial cities for public use. It will soon expand its charging ecosystem to the new cities as well. The charging network will be spread across key locations, ensuring customer convenience. VIDA's fast charging network allows users to **charge their scooter's battery at 1.2 kms/min.**

For more information on Hero MotoCorp:



Press Contact:

corporate.communication@heromotocorp.com

Follow VIDA, Powered by Hero:

