

January 29, 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**  
25<sup>th</sup> 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 Ltd.**

  
(Neerja Sharma)  
Company Secretary & Chief Compliance Officer  
D.

Encl.: As above

New Delhi, January 29, 2020

## **HERO MOTOCORP INTRODUCES ITS FIRST BS-VI SCOOTER - PLEASURE+ 110 FI**

### **PROGRAMMED WITH 'XSENS TECHNOLOGY', PLEASURE+ 110 OFFERS**

- **10% HIGHER FUEL EFFICIENCY**
- **10% FASTER ACCELERATION**

Reiterating its commitment to creating an exciting and comprehensive BS-VI product portfolio for its customers, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, has commenced dispatches of its first BS-VI scooter – the updated and stylish **Pleasure+ 110 FI**.

After introducing the HF Deluxe BS-VI and Splendor iSmart - India's first BS-VI motorcycle - Hero MotoCorp has now rolled-out its popular Pleasure+ scooter with a BS-VI compliant engine. The successive launches across segments underscore Hero MotoCorp's complete state of preparedness to usher in the new emission regime and further consolidate its market leadership.

Hero MotoCorp's popular scooter brand – Pleasure+ 110, which already enjoys a strong customer preference, will be available in the BS-VI variant at a price of Rs. 54,800\* for self-start sheet wheel and Rs. 56,800\* for self- start alloy wheel.

\*ex-showroom Delhi

The updated Pleasure+ 110 BS-VI has been designed and developed completely in-house at the Company's R&D hub - the Center of Innovation and Technology (CIT) in Jaipur, Rajasthan.

**Malo Le Masson, Head – Global Product Planning, Hero MotoCorp**, said, *“We have been smoothly migrating to BS-VI norms, with the Pleasure+ 110 BS-VI coming in quick succession to the HF Deluxe and Splendor iSmart BS-VI motorcycles. Given the strong customer connect of brand Pleasure, we are confident that the new Pleasure+ too will be a hit with the youth. We have lined up a slew of BS-VI products to be rolled-out in the market in the coming weeks.”*

The new Pleasure+ 110 BS-VI is powered by **Programmed FI** with **Advance XSens Technology**, thus enhancing the zippier ride with 10% improvement in acceleration\* and over 10% improvement in Fuel Efficiency (FE)\*, In addition, providing a smoother ride and easy starting anytime and anywhere (ease of cold starting).

\*over Pleasure BS- IV

Press Release

## **Pleasure+ 110 BS-VI**

### **BS-VI Compliant FI Engine**

The updated Pleasure+ 110 BS-VI comes with a 110cc BS-VI Compliant Programmed Fuel Injection engine with 'XSens Technology' (Eight Sensors) - delivering a remarkable power output of 8 BHP @ 7000 RPM and torque-on-demand of 8.7 NM @ 5500 RPM. The Pleasure+ 110 BS-VI gives a 10% higher fuel efficiency, with better performance and up to 10% faster acceleration.

### **More Stylish**

The Pleasure+ 110 BS-VI comes with Chrome\*\* Headlamp Surround Front Fascia, Side Accents and a Chromed 3D Logo.

*(\*\*): on Alloy wheel*

It is available in seven vibrant and exciting colors - Matt Red, Matt Green, Matt Axis Grey, Glossy Black, Glossy Blue, Glossy White, and Glossy Red.

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#### **For more information:**

[www.heromotocorp.com](http://www.heromotocorp.com) | FB: /HeroMotoCorpIndia | Twitter: @HeroMotoCorp

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