

May 16, 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
25th 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.

A handwritten signature in blue ink, appearing to be 'Neerja Sharma', written over a light blue horizontal line.

(Neerja Sharma)
Company Secretary & Chief 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
HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J

New Delhi, May 16, 2020

HERO MOTOCORP ANNOUNCES THE WINNERS OF INAUGURAL 'HERO COLABS – THE DESIGN CHALLENGE'

BOTH WINNERS TO RECEIVE THE GRAND PRIZE XPULSE 200 – INDIAN MOTORCYCLE OF THE YEAR

THE INNOVATIVE INITIATIVE RECEIVED OVER 10,000 REGISTRATIONS

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, has announced the winners of its latest innovative initiative Hero CoLabs – The Design Challenge.

Reshma KD from Bengaluru emerged victorious in Challenge #1 and **Venkatesh R** from Nagercoil emerged victorious in Challenge #2. Both winners will receive the **grand prize Hero XPulse 200** – the Indian Motorcycle of the Year 2020.

Launched on April 7, 2020, Hero CoLabs provided the ideal platform to enthusiasts, brand fans, students and professionals to showcase their creativity and design skills.

The Challenge received over 10,000 registrations.

Pankaj Jadhav from Mumbai and Ajay Vishnu from Kozhikode were adjudged the second and first runners-up respectively in Challenge #1, while Pallab Raj Chowdhury from Pune and Spandan Bhattacharjee from Navi Mumbai were adjudged the second and first runners-up respectively in Challenge #2. The first runners-up will receive Hero Accessories or Vouchers worth Rs 10,000 and second runners-up will receive Hero Smart Sunglasses.

Additionally, the company announced 15 special mentions in each category, who will receive vouchers worth Rs 500 each.

The contest was hosted in two categories – requiring participants to design their own version of graphics for the iconic Hero Splendor+ (Challenge #1) or design a Hero T-Shirt / Hero Riding Jacket (Challenge #2) inspired by the XPulse 200.

Malo Le Masson, Head of Global Product Planning, Hero MotoCorp said, *“The response to Hero CoLabs has been phenomenal. There is immense talent in our country waiting for a platform to showcase their skills and ability. We are excited by this new platform and its potential to collaborate and co-create. Congratulations to all the winners, runners-ups and special mentions.”*

Press Release

The contest was hosted on www.herocolabs.com where interested contestants were required to register and submit their entries before April 21, 2020. However, owing to the overwhelming response the deadline was extended till April 28, 2020.

After submission of entries on the official website, Hero MotoCorp shortlisted and posted the top 100 designs, 50 in each challenge, on the website for voting. Participants also had the opportunity to post their designs on their personal Social Media pages to maximize the support for their entries. The entries jointly received nearly 25,000 votes.

The winners were decided on basis of votes received by the entries and points given by the jury consisting of senior leadership team at Hero MotoCorp.

For more information:

www.heromotocorp.com | FB: /HeroMotoCorpIndia | Twitter: @HeroMotoCorp

Press Contact:

corporate.communication@heromotocorp.com