

February 26, 2021

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 Limited



(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl: As above

Kochi, February 26, 2021

HERO XPULSE 200 CROSSES LANDMARK 10,000 SALES MILESTONE IN KERALA

GARNERS IMMENSE POPULARITY AMONGST MOTORCYCLING ENTHUSIASTS

XPulse 200 – the adventure motorcycle from **Hero MotoCorp**, the world's largest two-wheeler manufacturer, has crossed the landmark 10,000 sales mark in Kerala, thus strongly establishing the company's modern premium brand appeal.

Designed and developed completely in-house at the Company's R&D hub - the Center of Innovation and Technology (CIT) at Jaipur in Rajasthan, the flagship product of the company's premium portfolio, the XPulse 200 has redefined the 200cc motorcycle segment.

Commenting on the occasion, **Naveen Chauhan, Head – Sales and Aftersales, Hero MotoCorp**, said, *"Xpulse has been resonating very well with biking enthusiasts across the country and it's great to see immensely positive response from them. Kerala is the first state to have crossed the milestone of having it's 10,000 happy customers. We are truly humbled to achieve this milestone and we want to express our gratitude to the strong community of XPulse owners in the state. XPulse 200 has stood for providing an unrivalled experience backed by its superior technology, modern design and differentiated appeal. In keeping with our vision to 'Be the Future of Mobility', Hero MotoCorp will be launching a host of new motorcycles & scooters over the next five years, in addition to expanding our global footprint."*

The XPulse 200 comes with a 200cc oil-cooled BS-VI Compliant engine that is powered by the XSens technology and advanced Programmed-Fuel-Injection. The engine delivers an impressive power output of 18.08 PS @ 8500 RPM and torque of 16.45 NM @ 6500 RPM, providing a superior city and off-road experience to the rider.

Launched in April 2019, the XPulse 200 received the most prestigious recognition of the Indian two-wheeler industry – Indian Motorcycle of the Year (IMOTY) 2020.

On January 21, 2021, Hero MotoCorp surpassed the monumental milestone of 100 Million (10 Crores) units in cumulative production. The company became the world's largest two-wheeler manufacturer in 2001, and has maintained the coveted title for the past 20 consecutive years.

Press Release

For more information, please visit:

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

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