

November 14, 2022

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

VIDA, Powered by Hero, opens its first ‘Experience Center’

Set to propagate the emerging mobility segment with its ‘WORRY-FREE EV ECOSYSTEM’

Commences Customer Test-Rides of VIDA V1

VIDA, Powered by Hero, the emerging mobility brand of Hero MotoCorp, the world’s largest manufacturer of motorcycles and scooters, today opened its first **Experience Center**.

Reinforcing the brand’s Tech-First approach, the innovative and exciting **Experience Center** will provide an immersive and a completely differentiated experience to customers.

The first Experience Center is located in Bengaluru at the prominent Vittal Mallya Road, where customers will be able to familiarize themselves with the brand, experience the product and immerse themselves in the “Worry-free EV Ecosystem” of VIDA.

To mark the occasion, VIDA has also commenced customer test-rides of the VIDA V1 from today.

Spread over 8500 sq. ft., this world-class Experience Center will display the VIDA V1 scooters, charging stations, an interactive wall that illustrates the brand vision, and product configurators to help customers visualize their VIDA V1. Designed to provide a comfortable, intuitive and a social space, with an in-house coffee bar and library, the VIDA Experience Center will inspire conversations about purpose along with the products, and invite collaborators along with customers.

The Experience Center will not just function as a brand and product zone, in fact it will be the heart of VIDA communities, hosting events, brand meets and cohort activities.

VIDA will open Experience Centers next in Jaipur and then Delhi with customer deliveries of VIDA V1 commencing from the second week of December 2022.

The highly customizable, **Built-to-Last VIDA V1**, with convenient removable batteries and three-way charging options, is available in two variants – VIDA V1 Plus at Rs. 145,000/- and VIDA V1 Pro at Rs. 159,000/-, where the price includes all connected features and charging service.

(*ex-showroom price)

The VIDA V1 comes with a **best-in-class combination** of performance (0-40 in 3.2 secs), a no-compromise range (163 kms, IDC) and a top-speed of 80 km/h.

The VIDA V1 also offers **industry-leading features** like Custom Mode (100+ combinations), Cruise Control, Boost Mode, Two-way throttle, Key-less access and an Over-the-air enabled 7" TFT Touch-Screen. The VIDA V1 is based on an intelligent platform that's modular, scalable & flexible, enabling it to learn and adapt on-the-go. The VIDA V1 evolves with the rider.

Bringing a fresh approach to the category, VIDA offers first-of-its-kind customer propositions and services, like **Green EMI**, an efficient and seamless financing platform with best-in-class interest rates. **Buy-Back scheme** with a first-in-industry assurance of vehicle buy-back at 70% of purchase value between the 16th to 18th months of vehicle ownership. **Test-ride for up to three days**, so customers can have peace of mind before purchase. VIDA also offers the industry-first initiative – **Repair On-Site** – with customer executives available to provide service anywhere, anytime.

Dr. Swadesh Srivastava, Head – Emerging Mobility Business Unit (EMBU), Hero MotoCorp:
"Expanding our vision to shape the EV category and grow its scale, we are excited to open the first VIDA Experience Center. This Experience Center is a manifestation of our vision to build experiences that create curiosity, meaningfulness and that people connect with. The Experience Center will provide the community an insight to the 'Worry-free EV ecosystem' that we have created with VIDA. This center is one of the many physical assets of our omnichannel approach. Our tech-stack and physical assets are built to uplift the customer experience from just entering into a space of retail to a space where they can be part of a larger story. It's a one-of-its-kind experience that we are providing in the segment."

The Experience Center is the physical gateway into the VIDA world that is global, new-age, authentic and progressive. At the core is the brand's philosophy to make customer ownership and usership simple and worry-free. The Experience Center will allow customers to touch, feel and explore the product that's backed by deep understanding of customer behaviour and environment.

Follow VIDA, Powered by Hero:



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