

March 7, 2018

Asst. Vice President, Listing Deptt.
National Stock Exchange of India Ltd.,
Exchange Plaza, Plot C/1, G Block
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 read 'Neerja Sharma'.

(Neerja Sharma)
Company Secretary

Encl.: as above

Hero MotoCorp Ltd.

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HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN NO.: AAACH0812J



New Delhi, March 07, 2018

HERO MOTOCORP STRENGTHENS ITS MOTORCYCLE RANGE WITH MARKET LAUNCH OF NEW SUPER SPLENDOR, ATTRACTIVELY PRICED AT RS. 57,190/- (EX-SHOWROOM DELHI)

THE NEW SUPER SPLENDOR TO FURTHER CONSOLIDATE HERO'S 55% DOMINANT SHARE IN 125CC SEGMENT

Further consolidating its range of popular motorcycles, **Hero MotoCorp Ltd**, the world's largest two-wheeler manufacturer, has introduced the new '**Super Splendor**' across markets in the country.

Aimed at further bolstering its dominant leadership in the domestic motorcycle market, the new Super Splendor is attractively priced at **Rs 57,190/- (Ex-Showroom Delhi)**.

In a testament to the popularity of Hero's range of motorcycles, the **Company enjoys more than 50% share in the domestic motorcycle market.**

Targeted at young professionals, the new Super Splendor offers best-in-class performance and convenience. This is in addition to the trust, reliability and fuel efficiency that are distinct to the Splendor brand.

Commenting on the launch, **Ashok Bhasin, Head - Sales & Customer Care, Hero MotoCorp** said, *"Every second motorcycle sold in the country is a Hero bike. Within the domestic motorcycle market, Hero MotoCorp is a dominant leader in the 125cc segment with more than 55% market share. The launch of the new stylish and performance-oriented Super Splendor is a significant step to further consolidate this leadership. The new Super Splendor retains the core attributes of one of India's most reliable brands - Splendor - and is surely going to appeal to customers across the country."*

(more...2)

Power-Packed

Powered by a new Air-Cooled, 4-stroke single Cylinder OHC 125cc TOD (Torque-on-Demand) engine, the powerful commuter produces a maximum power output of 8.4 (11.4) kW (PS) @ 7500 rpm and maximum torque of 11 Nm @6000 rpm. The motorcycle also features the highly efficient and proven Hero i3S technology (idle stop and start system).

The motorcycle offers 27% more power and 6% more torque than its previous generation. The bike reaches a maximum speed of 94 km/h.

Feature-Packed

The Super Splendor also comes packed with a series of features, addressing

SAFETY: - All Time Headlamp On (AHO), Side Stand Indicator & side Reflector;

COMFORT: - updated seat profile, a wider Rear Tyre; and

UTILITY: - large under seat storage and side utility box with a lock.

To add to the style-quotient, the motorcycle comes with Chrome finish Muffler, sleek Tail Light, and Modern Graphics.

The new Super Splendor comes in five premium metallic colors – Black with purple, Black with Fiery Red Black with silver, Candy Blazing Red and Heavy Grey.

Prices in other cities

Location	Ex-Showroom Prices
Mumbai	53443/-
Kolkata	57514/-
Chennai	57570/-
Bangalore	57585/-
Hyderabad	57539/-

For more information:

Please visit:

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

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TECHNICAL SPECIFICATIONS

ENGINE

Type	Air Cooled, 4 - Stroke Cylinder OHC
Bore x Stroke	
Displacement	124.7cc
Compression Ratio	10:1
Maximum Power	8.3 kW @7500 rpm
Maximum Torque	11 N-m @ 6500 rpm
Ignition	

TRANSMISSION

Clutch	Multiplate Plate Wet Clutch
Gear Box	4 Speed Constant Mesh

CHASSIS

Type	Tubular Double Cradle
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SUSPENSION

Front	Telescopic Hydraulic Shock Absorbers
Rear	Swing Arm with 5 step Adjustable Hydraulic Shock Absorbers

TYRES

Tyre Size	Front	2.75" x 18"
	Rear	3.00" x 18"

Brakes

Front	Drum (130 mm)
Rear	Drum (130 mm)

ELECTRICALS

Battery	12V-3Ah MF
Head Lamp	12 V - 35 W / 35 W - Halogen Bulb, (Multi - Reflector Type)
Tail / Stop Lamp	12 V - 5 / 21 W (Multi - Reflector Type)

DIMENSIONS

Length	1995mm
Width	735 mm
Height	1095 mm
Seat Height	785 mm
Wheel Base	1265 mm
Ground Clearance	150 mm
Fuel Tank Capacity	13 L

WEIGHTS

Kerb Weight	125 kg
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