

February 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

Wednesday, February 7, 2018

HERO MOTOCORP SHOWCASES STRONG PRODUCT STRATEGY FOR PREMIUM MOTORCYCLES & SCOOTERS

UNVEILS INDIA'S FIRST 200CC ADVENTURE MOTORCYCLE – 'XPULSE'

- Adventurous & Dynamic on/off road motorcycle
- First-in-class 'Turn-by-Turn Navigation'
- Array of attractive features suitable for long journeys

DEBUTS IN 125CC SCOOTER SEGMENT WITH 'MAESTRO EDGE 125' & 'DUET 125'

- Stylish, Technology-driven and Performance-oriented
- Revolutionary & efficient 'i3S Technology' – First Time ever in scooter segment

"The future of personal and shared mobility is on the cusp of a major shift. We are working on developing new technologies and solutions that will match our future aspirations. Our inherent capabilities in frugal engineering, aligned with a youthful approach will surely excite and engage our global customers.

"We will continue to have enhanced focus this year on two rapidly-growing segments – premium motorcycles and scooters. Aligned with this strategy, we have showcased two new scooters and a dual-purpose motorcycle here, which will be launched later in the year. Both these – the 125cc scooters and 200cc adventure motorcycle - are new segments for us at Hero MotoCorp. We are, therefore, confident of further expanding our market leadership with these new launches.

"Auto Expo –The Motor Show is the premier automotive expo in the country, and indeed the perfect platform to showcase our exciting new products and reach out directly to millions of our customers."

Pawan Munjal
Chairman, Managing Director & Chief Executive Officer,
Hero MotoCorp Ltd.

Hero MotoCorp Ltd., the world's largest two-wheeler manufacturer, today reiterated its commitment to innovation and engineering excellence with the unveiling of an exciting new range of products at the Auto Expo – The Motor Show 2018. The fresh product range has been developed to cater to a global customer profile.

Four months after showcasing the XPulse as a concept in Milan, Hero MotoCorp has brought the production ready **200cc adventure motorcycle - XPulse** into the market. With this the Company has further strengthened its aim to aggressively gain market share in the higher engine capacity segments. India's first 200cc adventure bike, the XPulse is Hero's second new offering in the premium segment, after the **Xtreme 200R** that was unveiled just a week ago.

Hero MotoCorp has also reiterated its focus on the scooter segment by foraying into the fast-growing 125cc segment with two new products – **Maestro Edge 125 & Duet 125**.

All products have been designed and developed by Hero MotoCorp's in-house R&D team, based at the Hero Centre of Innovation and Technology (CIT) in Jaipur. The new scooter range – Maestro Edge 125 & Duet 125 – will be introduced in the market by the second quarter of FY '19, while the on/off road bike XPulse will be launched ahead of the festive season to delight the thrill-seekers in India.

Markus Braunsperger, Chief Technology Officer, Hero MotoCorp Ltd., said, *"The XPulse, and the Maestro Edge 125 and Duet 125 scooters have been developed totally indigenously at the CIT. The XPulse will re-shape the dual-purpose/ on/off road bike segment with an exciting mix of performance and usability. Our scooter portfolio has been steadily improving and with the addition of the two new scooters, we have further improved our offerings to the customers. These are the first and only scooters in India that feature a start-stop system, based on Hero's revolutionary i3S technology. Further by delivering seven major products in different segments in past 48 days, we have shown our in-house R&D capabilities and commitment."*

Malo Le Masson – Head of Global Product Planning, Hero MotoCorp Ltd., said, *"Our focus for this year is clearly the premium motorcycle and the scooter segment. We began this year by unveiling the Xtreme 200R and now we are expanding our Premium portfolio with the XPulse. There was a clear gap in the on-off category, the usage was there but no relevant offer. The XPulse will address the growing trend of adventure riding in India and in Global markets. On the other side, our 125cc scooters will grasp the shift happening towards higher capacity segments in scooters, enabling us to cover 99% of the scooter segment."*

With this, Hero MotoCorp has unveiled **as many as seven new products in less than two months**, starting with the launch of the new Passion PRO, Passion XPRO and Super Splendor on December 21st last year. The Company has followed that up with the unveiling of the Xtreme 200R on January 30th and the three new launches here at the Auto Expo today.

INDIA'S FIRST 200CC ADVENTURE MOTORCYCLE – THE XPULSE

Showcasing Hero's aggressive expansion plans for the premium segment, the new 200cc adventure bike, **XPulse** was unveiled at the Auto Expo today. The dynamic, dual-purpose and technologically-advanced bike, XPulse is targeted at young and thrill-seeking riding enthusiasts who seek a comfortable and capable riding companion for leisure as well as adventure excursions.

The XPulse offers performance and power with superior handling. The new 200cc Fuel Injection Engine delivers 18.4 PS Power and 17.1 Nm Torque for a real-world performance. First-in-class 'Turn-by-Turn Navigation', Full-LED Headlamps, protective wind-shield, Luggage rack, Knuckle Guards, enable limitless journey, while ABS tuned for on/off road usage offers added control and safety in all conditions.

The High Tensile Steel Diamond Frame offers greater strength and agility. The Aluminium skid plate, 21" Front wheel and 18" Rear wheel with dual purpose tyres, 220 mm ground clearance, Mono shock with 10 Step adjustable Gas Charged rear Suspension (170 mm Wheel Travel) and

Telescopic Front suspension (190 mm Stroke) provides strength to take on any terrain. The Up-swept Exhaust offers impressive water wading capacity.

THE NEW MAESTRO EDGE 125 – AGGRESSIVELY STYLED SCOOTER

Having already gained customer-traction with significant volumes coming from its well-established scooter brands in 110cc segment, Hero MotoCorp has now entered the 125cc scooter segment.

Designed for today's young and smart generation, the new '**Maestro Edge 125**'- offers 'class-above' performance, style and technology. The scooter exudes premiumness, thanks to its enhanced sporty & sleeker design. The new scooter boasts of several features for optimal convenience and safety.

The new Maestro Edge 125 draws its power from a new 125cc Energy Boost Engine, producing power output of 8.7 bhp @6750 and maximum torque of 10.2 Nm @5000 rpm. The scooter also brings Hero's intuitive i3S (Idle-stop-start system) to the scooter segment, a first, for enhanced efficiency. The scooter offers superior road safety with Integrated Braking System and Front Disk Brake (optional feature).

The boldly styled scooter comes packed with a host of design elements including Diamond-cut cast wheels, sharp Front Cover & Apron, sleek Rear Cowl, signature LED tail-lamp and Frost winkers.

Keeping the convenience of customers at its core, the scooter offers features like external fuel filling, remote key opening, mobile charging port and boot lamp. In addition, the scooter offers a slew of safety and utility features, such as, Digital-Analog meter, side stand indicator and service due reminder.

Adding to the style quotient is the all Matt color palette – Matt Techno Blue, Matt Red, Matt Brown and Matt Vernier Grey. The Maestro Edge 125 is available in both Drum and Disc variants.

THE NEW DUET 125 – ELEGANT & BOLD SCOOTER

The new **Duet 125** is a perfect family commuter with added emphasis on premium styling, power and technology.

The metal body Scooter comes packed with a host of modern and bold features, such as Side Stand Indicator, Service Reminder, Pass Switch, External Fuel Filling, Boot Lamp and Mobile Charge etc. The new premium Chrome Chest, Signature Tail Lamp & Winkers, new bold chrome strips, new body color mirrors and dual tone seat cover add to the enhanced styling of the scooter.

The Duet 125 draws its power from a new 125cc Energy Boost Engine, producing power output of 8.7 bhp @ 6750 and maximum torque of 10.2 Nm @5000 rpm. The scooter also brings Hero's intuitive i3S (Idle-stop-start system) to the scooter segment for enhanced efficiency. The scooter offers superior road safety with Integrated Braking System.

The four exciting color schemes – Noble Red, Chestnut Bronze, Panther Black and Pearl Silver white - add to the premium appeal of the scooter. The Duet 125 is available with Drum brakes.

For more information:

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

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