

January 30, 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', is written over a blue horizontal line.

(Neerja Sharma)
Company Secretary

Encl.: as above

New Delhi, January 30, 2018

HERO MOTOCORP RIDES INTO THE FUTURE WITH AN ALL-NEW 'ROADSTER' – THE 'XTREME 200R'

**AIMS TO AGGRESSIVELY GAIN MARKET-SHARE IN
THE PREMIUM SEGMENT**



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

"I have always been a firm believer in the transformative power of technology, and I truly believe that all the mobility solutions in the future will be driven by technology and innovation. In keeping with this spirit, our engineers at the Hero Centre of Innovation and Technology (CIT) have been constantly engaged in developing future technologies for our customers around the world.

The all-new Xtreme 200R is the result of this endeavour. With every new, indigenously developed Hero two-wheeler, our commitment to the 'Make in India' initiative is growing stronger and we will continue to innovate in India, for the World.

We have begun this year on a positive note, and as we move ahead, we will keep our customers excited with many new products, some of which will be showcased next week at the Auto Expo."

In keeping with its enhanced focus on products in the higher engine capacity segment, **Hero MotoCorp Ltd.**, the world's largest two-wheeler manufacturer, today unveiled the all-new '**Xtreme 200R**'.

Aimed at strengthening Hero's presence in the rapidly growing premium motorcycle segment, the Xtreme 200R will be available for sale across Hero MotoCorp dealerships in the country from April 2018.

The Company will soon commence customer bookings of the Xtreme 200R.

Positioned at the core of the Premium segment, the Xtreme 200R delivers unmatched real world performance and premium features. Thus, re-shaping the dynamics of the growing premium motorcycle segment in the country.

The all-new Xtreme 200R with its muscular and aggressive styling exudes a Roadster stance. It is powered by an all new BS-IV compliant 200cc air-cooled engine, packed with intuitive technology and perfect riding ergonomics to deliver an exceptional performance to the rider.

The new motorcycle has been designed and developed by Hero MotoCorp's in-house R&D team, based at the Hero Centre of Innovation and Technology in Jaipur.

Markus Braunsperger, Chief Technology Officer, Hero MotoCorp, said, *"The all-new Xtreme 200R is reflective of our product development capabilities and also demonstrates the strenuous R&D efforts that are underway at the Hero Centre of Innovation and Technology (CIT). The new Xtreme 200R is the perfect amalgamation of performance, advance technology and masculine attributes. We also have a strong pipeline of new products for the rest of the year."*

While Hero MotoCorp continues to be the dominant market leader in the commuter segment, it is now focusing on the Premium segment with higher-powered motorcycles.

Malo Le Masson - Head of Global Product Planning, Hero MotoCorp, said, *"The all-new Xtreme 200R is a bold and focused step towards re-shaping our presence in the premium segment. The Xtreme 200R is a real head-turner, which - combined with competitive performance - is going to appeal to the youth in India as well as in our global markets. This is only the beginning. From 2018 onwards, the focus for Hero MotoCorp in motorcycles is the premium segment, and we will continue to bring more products in this category."*

PERFORMANCE & TECHNOLOGY

Engine

The new Xtreme 200R is powered by an all-new performance-oriented BS-IV compliant 200cc engine. The air-cooled engine produces a maximum power output of 18.4 PS @ 8000 rpm and maximum torque of 17.1 NM @ 6500 rpm. Thus, offering abundant power and torque across the rev bands. The bike races from 0-60 km/h in 4.6s seconds only and reaches a top speed of 114 km/h. The engine also features additional balancers to ensure smooth power delivery by cutting first order vibrations.

Frame & Ergonomics

The all-new Xtreme 200R comes with a lightweight yet stiff Frame which offers precise handling in tight corners and utmost stability at high speeds. The carefully tuned Ergonomic-riding triangle between the handlebar, seat and foot-pegs offers perfect balance of agility and comfort.

DESIGN AND STYLE

The new Xtreme 200R is a real head-turner with its muscular stance and aggressive styling.

The bold Fuel Tank, sporty Headlight, eyebrow-shaped LED Pilot Lamps and LED Tail Lamp with guide lights, sporty digi-analogue information cluster and attractive dual-tone graphics add to the striking & distinct appeal of the motorcycle. In addition, the bike features a newly designed contoured seat for improved ergonomics and seating comfort for rider and pillion.

Adding to the style-quotient are the five exciting dual-tone color schemes - Panther Black with cool Silver, Panther Black with Red, Sports Red, Charcoal Grey with Orange and Techno Blue.

ADDED CONTROL AND SAFETY

In addition to the impressive design and style elements, the motorcycle also comes with a host of safety features, such as 276 mm Front Disc and 220 mm Rear disc Brakes system and an optional ABS system.

The 37mm broad front fork ensures precise control while the 7-step adjustable Mono-shock suspension technology offers superior ride handling, cornering stability while adding to the style quotient.

The 17" 130/70 wide rear radial tyre with performance tread pattern ensures enhanced road grip, cornering confidence and better braking control under all conditions.

For more information:

Please visit: www.heromotocorp.com | FB: [/HeroMotoCorpIndia](https://www.facebook.com/HeroMotoCorpIndia) | Twitter: [@HeroMotoCorp](https://twitter.com/HeroMotoCorp)

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