

December 17, 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**  
25<sup>th</sup> 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

Press Release

**New Delhi, December 17, 2021**

## **HERO MOTOCORP LAUNCHES RETAIL FINANCE CARNIVAL FOR CUSTOMERS ACROSS THE COUNTRY**

### **OFFERS ZERO DOWN PAYMENT, ZERO INTEREST RATES AND ZERO PROCESSING FEE**

In keeping with its commitment to a customer-centric approach, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, today launched a special Retail Finance Carnival.

Adding more cheer to the year-end festivities, the Retail Finance Carnival brings a range of new and exciting retail finance schemes through Hero MotoCorp's finance partners. Through this initiative, the company also aims to promote accessibility, availability, awareness and innovation in retail finance for customers across segments.

Commencing from today, the Retail Finance Carnival will go on till the December 31, 2021. The Carnival allows customers across segments in the nation to have convenient access to finance and increases their purchasing power with attractive and first-in-segment offers such as Zero Down Payment, Zero Rate of Interest and Zero Processing Fee.

In addition to the main offers, the Carnival also provides innovative financial products to customers, such as Kishan Kisht, No Hypothecation and Suidha (no bank cheque).

Hero MotoCorp has also launched an Aadhaar based loan application scheme, under which customers are only required to present their Aadhaar Card to be eligible for vehicle financing.

Customers can visit authorized Hero MotoCorp dealerships and online channels to avail the schemes.

\*\*\*\*\*

***For more information:***

[www.heromotocorp.com](http://www.heromotocorp.com) / FB: HeroMotoCorpIndia / Twitter: @HeroMotoCorp / IG: HeroMotoCorp

***Press Contact:***

[corporate.communication@heromotocorp.com](mailto:corporate.communication@heromotocorp.com)