

June 12, 2023

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

Hero MotoCorp Ltd.

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Press Release

New Delhi, June 12, 2023

HERO MOTOCORP LAUNCHES ICONIC MOTORCYCLE PASSION+ IN A REFRESHED AVATAR

THE 'STYLISH FOREVER' MOTORCYCLE RETURNS WITH ENHANCED COMFORT AND CONVENIENCE

In keeping with its product revitalization strategy of bringing stylish and tech-loaded products, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, today introduced the new **Passion+**.

Adapting to the ever-evolving preferences of the customers, Passion+ is a perfect combination of style, comfort and convenience making it an ideal choice for daily commute. Building on the strong legacy of iconic brand Passion, the new motorcycle gets fresh touch to its youthful design while enhancing the utility and comfort factor for riders.

The new Passion+ is available at Hero MotoCorp dealerships across the country at an attractive price of Rs. 76,301/- (Ex-Showroom, Delhi).

Ranjivjit Singh, Chief Growth Officer (CGO), Hero MotoCorp, said, *"The iconic brand Passion, which has defined the parameters of style, reliability and comfort in the motorcycle category, has truly undergone a transformation over the past decade. The overwhelming trust of our customers in the brand and their enduring affinity with Passion has encouraged us to introduce it in a refreshed avatar. With its stylish looks and exciting features for riders' convenience, we are confident that the new Passion+ will grow its appeal among the customers and further strengthen our presence in the segment."*

Styling

The new Hero Passion+ embodies nostalgia, yet it remains contemporary. Back with the bigger and fuller image, the Passion+ exudes a fresh masculine look that gets enhanced with the Stylish graphics. The elegant chrome finish on Handle, Muffler Cover & Utility Case and signature dual tone lives up to contemporary styling aspirations of the iconic motorcycle.

Convenience

Uniting the qualities of comfort and convenience, the Biggest Utility Case in the segment offer enough space for everything you need on your journey. The Digi Analogue cluster integrates i3S[®] button, Side-Stand indicator, Speedometer, Trip meter, Odometer, Fuel gauge, Headlight indicators, turn indicators which is laid out for easy reading. In addition, the integrated Mobile Charging port makes it convenient for the riders to charge on the go.

Press Release

Comfort

Superior ergonomics through plush seat and low saddle height (790mm) ensures easier accessibility and high level of comfort for the riders and pillions. The riding comfort for Rider is further enhanced by the relaxed ergonomic triangle, which offers an active and all-time comfortable seating position.

Engine

The new Passion+ comes with a highly reliable & Fuel-efficient 100cc BS-VI and OBD-2 phase A compliant engine that produces a power output of 5.9 kW @ 8000 rpm and torque of 8.05 NM @ 6000 rpm. Delivering the brand promise of performance and comfort, the motorcycle comes with the patented i3S technology for better fuel efficiency.

Colors

The three-color schemes – Sports Red with Black, Black with Nexus Blue and Black with Heavy Grey – suit every personality.

For more information on Hero MotoCorp:



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