

February 14, 2024

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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New Delhi, February 14, 2024

HERO MOTOCORP ANNOUNCES THE PRICE FOR MAVRICK 440 OPENS CUSTOMER BOOKINGS ACROSS THE COUNTRY

Heralding a new era in the upper premium segment, **Hero MotoCorp**, the world's largest manufacturer of scooters and motorcycles, will open the bookings for its flagship motorcycle – **Mavrick 440** starting today, 14th of February 2024.

Customers can book their motorcycles at specified Hero MotoCorp customer outlets as well as digitally by visiting www.heromotocorp.com. Deliveries of the motorcycle to customers will commence from April onwards.

The much-awaited motorcycle of the year will be available in three variants – Base, Mid and Top at Hero MotoCorp dealerships across the country at an attractive price point of Rs 199,000/- (Base), Rs 214,000/- (Mid) and Rs 224,000/- (Top)* respectively.

***Prices are Ex-Showroom pan-India.**

The company is also launching a 'Welcome to Mavrick Club Offer' which will be available to customers who book the Mavrick 440 before 15th March. They will get a customised Mavrick Kit of Accessories & Merchandise worth Rs.10,000/-.

The Mavrick 440 represents Hero MotoCorp's path-breaking foray into the middle-weight motorcycle segment, showcasing the company's commitment to innovation and excellence. Unveiled amidst great anticipation at the Hero World 2024 in Jaipur on January 23, this dynamic motorcycle comes with an unparalleled blend of performance, style, and cutting-edge technology.

With a powerful engine – nimble and agile in traffic, yet supremely robust and comfortable for long tours – the Mavrick 440 opens up a whole new world of inspiring riding experience, while commanding a muscular road presence with its distinctive, modern and youthful design and all-metal body.

Mr. Niranjana Gupta, Chief Executive Officer (CEO), Hero MotoCorp, said, "Our premium journey continues full throttle with the bookings now open for the customers who have been eagerly awaiting the Mavrick 440. Coming close on the heels of the Harley-Davidson X440 and Karizma XMR, the Mavrick 440 - a unique proposition of a Muscular & Youthful Modern Roadster - will now build on this momentum of our journey to win in premium. This expansion underscores our commitment to delivering exceptional products that cater to the evolving needs of motorcycle enthusiasts, as we strive to cater to the diverse preferences of our discerning customers."

Mavrick 440

Design

The Mavrick 440 is a style icon in its own right. It is instantly recognizable from afar, thanks to its authentic look, front forward mass with a distinctive bold and assertive design built with exposed architecture philosophy. This motorcycle strikes a balance between unmistakable roadster aesthetics and robust styling, presenting a commanding road presence and a youthful appeal. Up close, you recognize iconic details such as Muscular fuel tank, Metal body parts such as front fender, shrouds, fuel tank & more, interactive telematics instruments, and wide handlebars. Your ride is accompanied by the distinctive and characterful exhaust note. Illuminating the road before you, the motorcycle features All LED lighting set up with Round LED projector headlights, daytime running lights, and an & intelligent illumination for style and safety.

Power and Performance

The powerful Mavrick 440 is fitted with an Air cooled with oil cooler 2V single-cylinder 440cc 'TorqX' engine with electronic fuel injection. This long-stroke engine delivers 27 bhp @ 6000 rpm and a torque of 36 Nm @ 4000 rpm. Specifically designed for high low-end torque, over 90% of the peak torque is accessible from just 2000 rpm, providing a smooth and stress-free ride for city commuting and highway journeys.

Performance-wise, the Mavrick 440 features a 6-speed transmission with a slip-and-assist clutch, The specially crafted 0° steel radial pattern tyres ensure support during extreme lean angles.

Comfort without Compromise

Crafted with comfort in mind, the Mavrick 440 features roadster ergonomics with an upright riding position, a spacious seat, ample legroom, and optimized grab-rails, making the journey comfortable for both rider and passenger. Wide handlebars provide a comfortable grip, enhancing control and manoeuvrability. Additionally, the ergonomically sculpted rider seat, featuring plush 60mm foam, ensures a comfortable experience that combines powerful performance along with timeless style.

Equipped with powerful 17-inch wheels at the front and rear with a ground clearance of 175mm, the Mavrick 440 excels in road-hugging capabilities, ensuring an engaging and secure ride, especially in urban settings. Wide tires, a trellis frame, and 43mm dia Telescopic Front Forks contribute to stability, with preloaded 7-step twin shocks for a controlled and smooth ride. The high-performance brake system ensures efficient deceleration and short braking distances.

Interactive Telematics Features

The Digital Speedometer with Negative Display opens up new worlds for you, not only in terms of readability, menu navigation and operating concept. Its offers Smart Phone Feature

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(Phone Battery Status, Miss call Alert, Bluetooth Message Alert), Incoming Call Alert, Turn-by-Turn Navigation, Low Fuel Indicator, RTMi Display, Distance to Empty etc.

For riders seeking an intelligent and connected experience, the Mavrick 440 sets a new standard with its cutting-edge eSIM-based connectivity. This feature enables real-time information, remote tracking, and access to over 35 functions through Connected 2.0 technology. The eSIM functionality ensures seamless connectivity, making the riding experience not just powerful but also intelligently connected.

Colour Scheme

The Mavrick 440 will be available in five colour options that will be spread across three variants. The base version is available in Arctic White. The mid variant is available in two colours - Celestial Blue and Fearless Red. The top variant is available in Phantom Black and Enigma Black colour options.

For more information on Hero MotoCorp:



Press Contact:

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