

October 15, 2020

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 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, October 15, 2020

HERO MOTOCORP FURTHER STRENGTHENS ITS PRESENCE IN SCOOTER SEGMENT

LAUNCHES THE NEW PLEASURE+ PLATINUM

Delivering its commitment of providing customers with an appealing and comprehensive range of products, Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, today launched the new **Pleasure+ Platinum**.

The new Pleasure+ Platinum comes in quick succession after the recent launch of the Maestro Edge 125 Stealth. Thus, highlighting the Company's focus on further expanding its presence in the scooter segment and delighting the customers with its premium and youthful portfolio.

The Pleasure+ Platinum adds to the ever-growing appeal of the iconic Pleasure brand. The new scooter offers a differentiated experience with its enhanced aesthetics, accentuated Retro Design & Premium Chrome Elements

The new scooter will be available at all Hero MotoCorp dealerships across the country at an attractive price of Rs. 60,950/* from October 2020.

*(Ex-Showroom, Delhi).

Naveen Chauhan, Head – Sales & Aftersales, Hero MotoCorp, said, “The iconic Pleasure brand enjoys a strong connect with the customers. The new Pleasure+ Platinum with its enhanced design elements is surely going to strengthen our scooter portfolio and provide a perfect combination of riding comfort with style.”

Pleasure+ Platinum

New Style & Design

The Pleasure+ Platinum, is available in a new Matt Black color scheme which is combined with brown inner panels which imparts a luxurious look to the design. The chrome additions including Mirrors, Muffler Protector, Handle Bar ends and Fender Stripe further enhance its retro style and relays the brand trust of quality.

The Pleasure+ Platinum also comes with Low Fuel indicator feature, a seat back rest for added comfort, a dual-tone seat with Platinum hot stamping, white rim tape and premium 3D Logo badging, which enhances the aesthetic appeal of the scooter.

Press Release

BS-VI Compliant FI Engine

The Pleasure+ Platinum comes with a 110cc BS-VI Compliant Programmed Fuel Injection engine with 'XSens Technology' (Eight Sensors) - delivering a remarkable power output of 8 BHP @ 7000 RPM and torque-on-demand of 8.7 NM @ 5500 RPM. The Pleasure+ Platinum gives 10% higher fuel efficiency, with better performance and up to 10% faster acceleration.

For more information:

www.heromotocorp.com / FB: /HeroMotoCorpIndia / Twitter: @HeroMotoCorp

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