

October 9, 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**  
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, October 9, 2020

## **HERO MOTOCORP INTRODUCES A NEW CONVENIENCE SERVICE FOR CUSTOMER DELIGHT**

### **LAUNCHES 24x7 ROAD-SIDE-ASSISTANCE PROGRAM**

### **ORGANISES MEGA SERVICE CARNIVAL ACROSS THE COUNTRY**

In keeping with its highly customer-centric approach, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, has introduced a 24x7 Roadside Assistance (RSA) program for its valued-customers.

Hero MotoCorp is constantly engaged in providing superior value to its customers through its products and services. With this latest convenience service, Hero customers will be able to ride across the country without any worries.

The RSA program will provide 24x7 assistance to customers all across India. Customer will be able to easily access the RSA through the toll-free number or through the Hero Customer App. Customers will get the following benefits from the RSA program -

- On-call Support
- Repair on spot
- Tow to the nearest Hero workshop
- Fuel Delivery in case of fuel run-out
- Flat tyre Support
- Battery Jump Start
- Accidental Assistance (on demand)
- Key Retrieval Support

Customer can enroll themselves for the RSA program through their nearest Hero MotoCorp authorized channel-partner at the attractive inaugural price of Rs 350/- for an annual subscription.

On the Company's premium range of motorcycles - Xtreme 160R, Xtreme 200S & XPulse 200 – the RSA will be complimentary for a period of one-year. This scheme is effective from October 1, 2020.

Hero MotoCorp is also organizing a **Mega Service Carnival** for its customers across the country.

## Press Release

This initiative is being organized at authorized Hero customer touch points at more than 6000+ locations across the country till October 10, 2020.

As part of the carnival, customers will get the following benefits

- Discount on Service Labour Charges
- Free washing / Polishing / Nitrogen filling
- Annual Maintenance Contract Package (Joyride)
- Attractive Exchange offers upto Rs 3000 on new vehicle purchase
- Additional points for GoodLife customers

The carnival reaffirms Hero MotoCorp's commitment to offer a delightful customer experience. Customers can visit their nearest Hero Authorized dealership to know more about the carnival.

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***For more information:***

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

***Press Contact:***

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