

August 30, 2022

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



(Dhiraj Kapoor)
Company Secretary & Compliance Officer

Encl: As above

New Delhi, August 30, 2022

HERO MOTOCORP OPENS FIRST-OF-ITS-KIND XPULSE XPERIENCE CENTRE

DELIVERS THE FIRST 100 XPULSE 200 4V RALLY EDITION MOTORCYCLES

Building on its diverse and consistent initiatives to propagate the off-road riding culture in the country, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, today inaugurated the **first-ever 'Xpulse Xperience Centre'** in India.

Set up at the Big Rock Dirt Park on the outskirts of Bengaluru, the state-of-the-art Xpulse Xperience Centre with curated biking tracks and infrastructure is designed to provide an unmatched off-road bike training experience to Xpulse 200 4V owners and enthusiasts. Hero MotoCorp will set up more Xpulse Xperience Centres in other cities across the country in a phased manner.

The Xpulse Xperience Centre will have renowned trainers and a well-rounded curriculum focused on building the skills, knowledge and personality required to be an expert off-road biker. At the first center in Bengaluru, participants will have the prized opportunity to be trained by the Indian ace, **CS Santosh**.

The facility complies with all safety norms as prescribed by the Federation of Motor Sports Clubs of India (FMSCI), and has designated marshals and the necessary medical infrastructure as per the guidelines.

On the occasion of the inauguration, the company also **delivered the first 100 Xpulse 200 4V Rally Edition** motorcycles to customers. The first batch of the highly anticipated motorcycle was sold-out within four days of opening the initial booking.

The company will soon re-open the bookings for the motorcycle. Priced at Rs. 1,52,100/- the Xpulse 200 4V Rally Edition will be available for booking through Hero MotoCorp's online sales platform – **eSHOP**.

Commenting on the launch, **Ranjivjit Singh, Chief Growth Officer, Hero MotoCorp** said, *"As a pioneer in the adventure biking segment, Hero MotoCorp has consistently put forth products and initiatives that appeal to the adventure-seeking motorcyclists. Built to fulfill the riding passion of avid bikers, the Xpulse Xperience Center embodies the essence of the iconic Hero Xpulse 200 - a thrilling off-road experience. Through these facilities we aim to provide riders an unmatched opportunity to improve their off-roading skills, on the limitless, power-*

Press Release

packed performance of the Xpulse 200 4V. Going forward, we plan to set up similar experiential centres in other parts of the country as well.”

The Xpulse Xperience Centre offers three training programs – **Basic: Start the Xpulse, Intermediate: Feel the Xpulse, Advanced: Conquer the Xpulse**. Spread over varying time durations, the programs will provide riding skills of increasing difficulty levels, depending on the program chosen by the participant.

Participants will be coached on key riding skills like - Off-Road setup, Body Posture, Slalom and Braking, Incline & Decline, Fallen Bike Recovery, Balance Points, Garage Turns, Brake Slide, Walk the Bike and more.

Interested individuals can find more details, explore the available programs and book slots on the company website www.heromotocorp.com.

For more information on Hero MotoCorp:

Press Contact:

corporate.communication@heromotocorp.com





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PULSE 4V
200
FULLY EDITION