

New Delhi, August 7, 2024

## HERO MOTOCORP EXPANDS PREMIA NETWORK

### INAUGURATES FIRST 'HERO PREMIA' STORE IN NEW DELHI

Aligned with its holistic premiumization strategy, **Hero MotoCorp**, world's largest manufacturer of motorcycles and scooters, inaugurated its first 'Premia' store in New Delhi today.

Located in the prominent auto-hub of Naraina industrial area, the store displays eight models and features separate zones for Hero, VIDA, and Harley-Davidson products.

Hero MotoCorp has been rapidly expanding its network of premium stores across the country, with over 40 Premia stores now operating in over 35 cities.

Hero Premia stores feature modern architecture, appealing design, and engaging new-age digital technologies. They deliver a **best-in-class** premium experience, with professionally trained **Premia Sales** consultants offering personalized advice to customers. Additionally, the **Premia Service** delivers a delightful in-service experience through exclusive technical experts.

At the inauguration ceremony, **Dr. Pawan Munjal**, Executive Chairman, Hero MotoCorp handed over the keys of the Mavrick 440, VIDA V1 and Harley-Davidson X440 to the store's inaugural customers.

Hero Premia stores showcase Hero MotoCorp's wide range of premium products such as Mavrick 440, Harley-Davidson X440, Karizma XMR, Xpulse 200 4V, Xtreme 160R and VIDA V1. The outlets also feature merchandise and accessories from Hero MotoCorp and Harley-Davidson.

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*For more information on Hero MotoCorp:*



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