Press Release

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STAR BATTER JEMIMAH RODRIGUES JOINS CAPTAIN SMRITI MANDHANA AS HERO VIDA BRAND AMBASSADOR

Following the signing of Indian Captain Smriti Mandhana, Jemimah Rodrigues joins Hero MotoCorp and VIDA to power a new era of youth ambition and women's sporting glory.

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, and its emerging mobility brand **VIDA**, announced the appointment of Indian cricket superstar **Jemimah Rodrigues** as its **Brand Ambassador**. This high-impact association further cements the company's dedicated support for women's athletic excellence, building on the landmark signing of Indian Women's Cricket Team Captain **Smriti Mandhana** in July this year.

The association brings together the iconic global mobility brand, Hero MotoCorp with one of Indian sport's most dynamic trailblazers. Jemimah, who etched her name into cricketing folklore during India's victorious 2025 ICC Women's Cricket World Cup campaign, is a teenage prodigy who broke into the Mumbai Under-19 state cricket team at the age of 13.

Expressing her excitement on joining Hero MotoCorp as their Brand Ambassador, Jemimah Rodrigues said:

"I am incredibly proud and honored to partner with Hero MotoCorp, a brand that has championed Indian sports and empowered Indian athletes across multiple disciplines. Cricket has taught me to play with grit, joy, and conviction, and I see those exact values reflected in Hero MotoCorp's journey. I look forward to this exciting partnership as we encourage young Indians to break boundaries, trust their journey, and ride forward with confidence."

Speaking on the association, Sanjay Bhan, Executive Vice President, Hero MotoCorp, said:

"At Hero MotoCorp, our brand philosophy is centered on empowering young talent, embracing dynamic performance, and connecting with the aspirations of young India. Jemimah Rodrigues embodies these attributes effortlessly. Having recently welcomed Indian captain Smriti Mandhana to the Hero fold, bringing Jemimah on board further cements our commitment to championing excellence and leadership in women's sports. On the field, she is a fearless competitor with nerves of steel—evident in her historic, match-winning performances on the world stage. Off the field, her vibrant energy, genuine passion, and positive outlook connect seamlessly with the youth. Jemimah represents a modern, unstoppable generation of achievers, and we are thrilled to welcome her to the Hero family as we continue to inspire millions to chase their dreams."

Himanshu Sharma, Head of Sales, JSW Sports, said:

"We are happy to welcome a legacy brand like Hero MotoCorp to Jemimah Rodrigues' growing brand portfolio as she continues to inspire a new generation of young athletes through her performances on and off the field. Partnerships like these reflect the growing opportunities for women in sport to build strong connections with leading brands and extend their influence beyond sport. It is encouraging to see Jemimah's journey resonate with brands that share her values, and we look forward to seeing this association grow."

As Brand Ambassador, Jemimah will represent Hero MotoCorp across upcoming multimedia brand campaigns, product launches, and grassroots youth engagement initiatives.

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About Hero MotoCorp

Hero MotoCorp, headquartered in New Delhi, India, is the world's largest manufacturer of motorcycles and scooters for 25 consecutive years with ~$5 billion revenue. The Company's global footprint spans 54 countries across Asia, Africa, Europe, Central and Latin America with a customer base of over 130 million. The Company operates eight manufacturing facilities - six in India and one each in Colombia and Bangladesh - along with two Research and Development centres: Hero Centre for Innovation and Technology (CIT) in India and Hero Tech Centre Germany (TCG). Hero MotoCorp is driving the transition to electric mobility through VIDA. Strategic alliances with Harley-Davidson and Zero Motorcycles support the design and development of premium and electric motorcycles, respectively. Further demonstrating its commitment to the EV future, the Company has made strategic investments in two- and three-wheeler EV manufacturers, Ather Energy and Euler Motors.
Hero MotoCorp is the only Indian two-wheeler manufacturer listed on the prestigious Dow Jones Sustainability Index (DJSI).

Hero MotoCorp's Executive Chairman, Dr. Pawan Munjal, was named to the 2025 TIME100 Climate List of the 100 most influential leaders driving business climate action.

Beyond mobility, Hero MotoCorp is a major global promoter of sports, including golf, football, field hockey, and cricket. Hero MotoSports Team Rally is India, a flag bearer in global rally racing.

For more information on Hero MotoCorp:

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