



May 1, 2019

Asst. Vice President, Listing Deptt.
National Stock Exchange of India Ltd.,
Exchange Plaza, Plot C/1, G Block
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 Ltd.

A handwritten signature in blue ink, appearing to be 'Neerja Sharma', written over a blue horizontal line.

(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl.: As above

Hero MotoCorp Ltd.

Regd. Office: 34, Community Centre, Basant Lok, Vasant Vihar, New Delhi-110057, India
Tel. +91-11-26142451, 46044100, Fax +91-11-26143321, 26143198
HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J

New Delhi, May 1, 2019

HERO MOTOCORP CATAPULTS INTO A NEW ERA OF PREMIUM BIKING UNVEILS THREE NEXT-GEN MOTORCYCLES FOR GLOBAL MARKETS

- ✓ **XPULSE 200- NEW ADVENTURE MOTORCYCLE @RS, 97,000/- & XPULSE 200 FI @ RS 105,000/- ***
- ✓ **XPULSE 200T - NEW TOURER MOTORCYCLE @RS 94,000/- ***
- ✓ **XTREME 200S - NEW SPORTY & PREMIUM CITY MOTORCYCLE @RS 98,500/- ***

“At a time when consumer trends all over the globe keep evolving with frequent regularity, it is pertinent for Companies to stay ahead of that change by inventing new technologies and constantly engaging in innovation.

“With our customer base spread across three continents – Asia, Africa and South and Central America – we at Hero MotoCorp are now riding into the next phase of our bold ‘premium’ journey with a range of new, technologically advanced and aesthetically appealing motorcycles. These premium motorcycles have been designed and developed by our engineers at the Hero Centre of Innovation and Technology (CIT), thereby reiterating the rapid enhancement of our in-house Research and Development (R&D) capabilities in a short span of time since we commenced our solo journey.

“With these motorcycles, we now have one of the youngest product portfolios on offer and I am sure, our new motorcycles will appeal to the youth around the world.

“Over the next 12 months, the domestic two-wheeler industry in India will go through a tectonic shift with the implementation of new safety and emission norms. We are completely geared up for this transition and to lead the industry into the next growth phase in the world’s largest two-wheeler market as well as in our global markets.”

Dr. Pawan Munjal
Chairman
Hero MotoCorp

*(*All prices ex-showroom Delhi)*

Setting a significant milestone on its strategic journey into premium biking, **Hero MotoCorp Ltd.**, the world's largest manufacturer of two-wheelers, today launched as many as three new exciting motorcycles – **XPulse 200, XPulse 200T and Xtreme 200S**.

The diverse new X range of motorcycles from Hero MotoCorp showcases the company's strong focus on providing the customers with premium and modern design with superior technology and differentiated appeal.

Coming close on the heels of the Xtreme 200R that was launched in the second quarter of FY'19, Hero MotoCorp has now created a strong premium portfolio of four new motorcycles within just a few months, and is now geared up to meet the distinct aspirations of its customers spread across diverse demographic profiles.

The highly anticipated XPulse 200, India's first 200cc adventure motorcycle, is attractively priced at Rs. 97,000/- (Ex-Showroom, Delhi) and the Fuel Injection (FI) variant of the XPulse 200 is priced at Rs 105,000/- (ex-showroom Delhi).

The XPulse 200T, India's only 200cc modern Tourer with retro flavor is available at Rs. 94,000/- (Ex-Showroom, Delhi).

Further building on the 'Fear Nothing' attitude of the Xtreme range of motorcycles, the new full faired Xtreme 200S brings in more sporty character and introduces various new elements to the 200cc motorcycle segment to increase the aspirational value for the customers. **The Xtreme 200S is attractively priced at Rs 98,500/- (Ex-Showroom, Delhi).**

The Company will soon commence customer bookings of new X range of motorcycles, and the vehicles will be available for retail sale at Hero MotoCorp dealerships across the country in a few weeks.

Dr. Markus Braunsperger, Chief Technology Officer, Hero MotoCorp, said, *"These new motorcycles are the outcome of years of concerted and determined product development efforts at the Hero Centre of Innovation & Technology (CIT). Our 200cc line-up now comprises of four powerful, performance-oriented and contemporary motorcycles. Going forward, we will continue to focus on developing distinct products for higher-capacity segments as we move up the value chain."*

Mr. Malo Le Masson, Head - Global Product Planning, Hero MotoCorp, said, *"These three new bikes showcase our focused product portfolio approach for the premium segment. We have now successfully developed and appointed a horizontal strategy for our premium*

bikes. By developing a versatile 200cc platform, we can cater to various customer segments – for roads, no roads, cities, and highways. These products will further improve the brand image of Hero MotoCorp in India and across the globe. The era of an adventure and technology packed motorcycles from Hero has begun.”

The XPulse 200

India's first 200cc adventure motorcycle – a dynamic, on-road-off-road bike - is targeted at the young and thrill-seeking riding enthusiasts who seek a comfortable and capable riding companion for adventure excursions.

The XPulse 200 comes with two variants of 200cc engine - CV Carburetor and Fuel Injection - delivering 18.4 PS Power and 17.1 Nm Torque for a real-world performance.

The High Tensile Steel Frame offers superior strength, rigidity and responsive handling on any terrain. The Aluminum skid plate, 21" Front wheel and 18" Rear wheel with dual purpose tyres, 220 mm ground clearance, upswept exhaust, Mono shock with 10 Step adjustable Gas Charged rear Suspension (170 mm Wheel Travel) and Telescopic Front suspension (190 mm Stroke) provides strength to take on any terrain. The upright riding stance and accessible seat height ensures comfort even in long journeys.

The XPulse comes loaded with next-gen smart technology features, such as, first-in-class 'Turn-by-Turn Navigation', LCD instrument cluster with Bluetooth connectivity, Gear Indicator, Trip meter and service reminder.

To ensure hassle-free excursions that remain uninterrupted even during the night travel, the XPulse 200 comes with full LED headlamps and tail lights, under-seat USB charger, protective windshields and luggage plate with bungee hooks. Single-channel ABS offers added control and safety in all conditions.

The XPulse 200 FI variant is available in three colors, including Matte Green, Pearl Fadeless White and Matte Axis Grey, while the Carburetor variant comes in two colors – Sports Red and Black.

The XPulse 200T

Adding more zing to the XPulse range, is the XPulse 200T, India's first 200cc Tourer motorcycle that presents modern technology in retro styling.

Build to inspire touring, the XPulse 200T is targeted at youngsters who are seeking the right amalgamation of modern-retro composition and ease of riding.

The XPulse 200T is powered by a 200cc CV Carburetor Engine that delivers 18.4 PS Power and 17.1 Nm Torque. The motorcycle offers a host of safety and convenience features such as single channel ABS, turn-by-turn navigation, LED head lamp and tail lamp, digital speedometer with Bluetooth connectivity, large pillion grip with tie points and luggage plate with rubber pads.

Adding retro-appeal to the design language is the round LED headlamp, retro-styled fuel tank, wide handlebar, tinted windscreen and contemporary ribbed seat.

The XPulse 200T also offers comfortable riding posture and low seat height of 795 mm for easy maneuverability.

The XPulse 200T comes in four exciting colors, including Candy Blazing Red, Black, Matte Shield Gold and Matte Axis Grey.

The Xtreme 200S

Adding more sporty appeal and a host of first-in-segment features to the Xtreme brand is the new Xtreme 200S.

Targeted at today's smart generation that is looking for both - character and comfort - in their daily city ride, the Xtreme 200S comes with an all new aerodynamic fairing for a sporty stance and better wind protection on highways. In addition, a compact exhaust adds to the sleek appeal.

The motorcycle brings Full LED Headlamp and tail light, Bluetooth connectivity, Turn-by-Turn Navigation, chiseled Rear Cowl design, anti-slip seats and full Digital LCD cluster that includes Gear indicator, Trip meter and service reminder.

The Xtreme 200S is powered by a 200cc air-cooled engine that delivers 18.4 PS Power and 17.1 Nm Torque. The motorcycle comes with perfect riding ergonomics to deliver an exceptional performance to the rider.

The Xtreme 200S additionally comes with 7 step adjustable mono shock suspension that offers superior ride handling, 276 mm Front Disc with single channel ABS and 220 mm Rear disc Brakes system for added safety.

Adding to the sporty appeal of the motorcycle are the exciting colors - Sports Red, Mapple Brown and Panther Black.

For more information, please visit:

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

Press Contact:

corporate.communication@heromotocorp.com

Weber Shandwick – India

Mansi Molasi +91 9650215869 mmolasi@webershandwick.com