

June 2, 2023

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 Sir(s),

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

Hero MotoCorp Ltd.

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New Delhi, June 02, 2023

HERO MOTOCORP UNVEILS THE NEW ENRICHED HF DELUXE SERIES

LAUNCHES ALL-NEW BOLD & STYLISH 'HF DELUXE CANVAS', WITH ENHANCED SAFETY & CONVENIENCE

ADDS FOUR VIBRANT COLOR SCHEMES WITH STRIKING STRIPES

In keeping with its commitment to bring a comprehensive portfolio of technologically-advanced and fuel-efficient products, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, today launched a refreshing new range of its highly popular 100cc motorcycle – the HF Deluxe.

Adding to the striking appeal of HF Deluxe, **four new stripes** enhance the overall dynamic appearance of the motorcycle. And, the **Canvas Black Edition** strives to take customer aspirations to newer heights, backed by enhanced safety and convenience. Standard features such as tubeless tyres in Self and Self i3S variants will add to the high value proposition of the brand. A USB charger comes as an accessory for convenience. For complete peace of mind, Hero HF-Deluxe comes with standard five-year warranty and five free services.

Retaining the brand DNA, the new HF Deluxe portfolio presents the right balance of style, tech-excellence, and performance. Considered as India's one of the most trusted brands, the HF Deluxe is the ultimate choice for customers for high fuel savings, sturdy and powerful engine capabilities, riding comfort, minimal maintenance, and appealing resale value.

The HF-Deluxe is available at Hero MotoCorp showrooms across the country at attractive prices of Rs. 60,760/- for Kick Variant and Rs. 66,408/- for Self-Variant.
(*ex-showroom Delhi)

Mr. Ranjivjit Singh, Chief Growth Officer, Hero MotoCorp, said, "*Hero MotoCorp's leadership in the entry segment continues to strengthen with the ever-growing popularity of its enduring brands. HF Deluxe has been one of the most-trusted motorcycles in the country with its performance, high fuel efficiency, and durable ride. We are glad to add the character with premium touch along with safety & convenience in the new range that increases its value quotient. The HF Deluxe is already in a 20-million sales club and with the new refreshed range, we are confident of achieving exciting milestones that will add to the robust market share it commands in the segment.*"

THE NEW HF DELUXE RANGE

Big, Bold & Beautiful

The HF Deluxe **Canvas** makes a bold presence with its all-black appearance marked with black theme engine, **Alloy Wheels**, Muffler, Front Fork, and Grab Rail. The 3D HF Deluxe emblem on Side panels add to the character of the motorcycle.

The **expressive new stripes** portfolio consists of four new models with exciting color palettes - Nexus Blue, Candy Blazing Red, Heavy Grey with Black and Black with Sports Red.

Complemented by numerous **chrome** elements, HF Deluxe creates an impressive appearance.

The big fuel tank of **9.6L** ensures hassle-free commute on longer distances. The addition of **USB Charger** adds to the convenience factor.

Outstanding Performance

Powered with 97.2cc air cooled, 4 stroke, single cylinder OHC BS-VI (OBD-II compliant) Programmed Fuel Injection engine with '**XSens Technology**' – delivering **maximum power** output of **5.9 kW@8000 rpm** and peak torque of **8.05 Nm@6000 rpm**.

The Programmed Fuel-Injection with 'XSens Technology' ensures longer engine life, **high fuel-efficiency**, effortless acceleration, stable ride, and minimal maintenance. The patented Hero **i3S technology** adds to the mileage-quotient.

For the complete peace of mind, Hero HF-Deluxe comes with **standard five-year warranty and free- five services**.

Sturdy & Durable

With a **kerb weight of 112 kgs**, HF Deluxe offers a stable ride on rough roads.

Long seat length of 733mm, 2-step adjustable suspension and big alloy wheels offer a comfortable ride during long journeys on all road conditions.

Perfectly coordinated range of equipment such as a large saree guard and utility box with storage components offers comfort, functionality, and safety.

Safety

The big size (2.75 x 18 - 4PR/42P) **tubeless tyres** ensure better stability and enhanced braking precision. The **double cradle frame** makes the build stronger and more resilient to vibrations. Additional elements like **Side Stand Indicator**, Chrome Leg Guard, and Toe Guard add to the riders' safety.

The **130mm rear brake** guarantees excellent safety. HF Deluxe offers high-quality and durable metallic parts for enhanced safety.

Press Release

For more information on Hero MotoCorp:

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