

November 5, 2019

Asst. Vice President, Listing Deptt.
National Stock Exchange of India Ltd.
Exchange Plaza, Plot C-1, Block G,
Bandra Kurla Complex,
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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 read 'Neerja Sharma', written over a blue horizontal line.

(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl.: As above

Milan (Italy), November 5, 2019

HERO MOTOCORP UNVEILS THE XTREME 1.R CONCEPT AT EICMA 2019

PRESENTS RALLY-KIT FOR THE XPULSE 200

Hero MotoCorp Ltd., the world's largest manufacturer of Motorcycles and Scooters, presented a glimpse into the future of its premium motorcycle range at the EICMA 2019 in Milan today.

The New Delhi (India)-headquartered Company showcased the Xtreme 1.R concept at the EICMA this year, like it had showcased the XPulse 200 and XPulse 200T concepts in the 2017 and 2018 editions of the motor show respectively.

Hero MotoCorp – that has rapidly expanded its global footprint to almost 40 countries across Asia, Africa and South & Central America – also revealed a Rally-Kit specifically developed for the acclaimed adventure motorcycle XPulse 200, integrating the learnings from its Dakar Rally experience.

The Xtreme 1.R is inspired by the precision of an arrow - It boasts of an aggressive stance. Ensuring agile and responsive handling – the motorcycle carves out corners with pinpoint accuracy – be it on urban roads or while negotiating fast corners.

Aimed at the youth of tomorrow, the Xtreme 1.R offers a sneak-peek at the next generation of the Xtreme brand. With a kerb weight of less than 140 kg, it makes every ride engaging and sheer fun. The unapologetic design, LED headlamp, signature LED tail-lamp makes for a combination that is sure to entice the racer in everyone.

The new Rally-Kit for the XPulse 200 has been developed and tested at Hero MotoCorp's R&D hub – the Centre of Innovation & Technology (CIT) - in India. Developed by incorporating the expertise of Hero MotoSports Team Rally, which has proven its mettle in some of the leading rallies around the world, the XPulse 200 Rally kit, will serve as a catapult for young talents across the globe improving on their riding technique as well as participating in Rally motorsport events with a competitive machine.

The kit consists of fully adjustable, taller front and rear suspension, flatter seat for easy position change while off-roading, extended gear pedal to suit off-road boots, handlebar risers or greater maneuverability while riding standing up, extended side stand for the additional ground clearance, front sprocket 12T, rear sprocket 40T for greater grunt, and rally tyres for relentless traction.

Press Release

The *kit is ready-to-fit on the XPulse 200, which transforms the street legal motorcycle into an all-out rally machine. This kitted version adds to the already-proven capabilities of the XPulse 200 and provides a new avenue to the growing off-road, motorsports enthusiasts around the world.

*Rally kit not homologated for road use.

Unveiling the Hero MotoCorp pavilion here, **Malo Le Masson, Head of Global Product Planning, Hero MotoCorp**, said *“We are continuously innovating to enhance the customers’ riding experience. The Xtreme 1.R concept offers a glimpse into the future of Xtreme styling DNA, a concept packed with fun and bold styling. While the XPulse Rally-Kit is focused on youth across the Globe seeking the perfect machine to jump-start their rally racing potential.”*

Displaying its latest lineup of motorcycles at EICMA, Hero MotoCorp’s pavilion showcased XPulse 200T, XPulse 200 Hunk 200R, Hunk 200S, Ignitor 125 and the Splendor iSmart.

Underlining its focus on a diverse product offering across segments, Hero MotoCorp also showcased its new range of scooters – Duet 125, Dash 125 and Pleasure+.

Three special signature editions of Hunk 200S, XPulse 200T and Dash 125 were also on display.

Developed for customers across the globe, the products exude youthful styling, premium features and superior technology. Compliant with the stringent Euro IV emission norms, these scooters and motorcycles meet the market demands in several geographies across the world.

Fueled by innovation and evolution the Hero MotoCorp pavilion showcased diverse technologies, including the indigenously developed i3S technology (Idle Stop Start System). The EU-5 powertrain display, portraying the Company’s technology readiness to comply with the EU-5 emission norms, highlighted by an animated engine cut section and key elements of the Catalytic Converter.

Appealing to the tech-savvy visitors, the Company displayed a Connected Section, showcasing the potential applications of connected technologies in two-wheeler riding. With the aid of a VR Riding Simulator, riders get an opportunity to ride XPulse 200 in an exciting and challenging ON-OFF track and interact with various Connected features such as Turn by Turn Navigation, Weather Alerts, Service Alerts, Call and Message Alerts, Real Time Alerts.

About Hero MotoCorp Ltd.

The New Delhi (India)-headquartered Hero MotoCorp Ltd. is the world’s largest manufacturer of motorcycles and scooters, in terms of unit volumes sold by a single company in a year — the coveted position it has held for the past 18 consecutive years. The Company has sold over 90 million motorcycles and scooters in cumulative sales since inception. Hero MotoCorp currently sells its products in 37 countries across Asia, Africa and South and Central America. Hero MotoCorp has seven state-of-the-art

Press Release

manufacturing facilities, including five in India, and one each in Colombia and Bangladesh. Hero MotoCorp has two world-class state-of-the-art R&D facilities — the Centre of Innovation and Technology (CIT) in the northern Indian state of Rajasthan, and Hero Tech Centre Germany GmbH. Hero MotoCorp is one of the biggest global corporate promoters of multiple sporting disciplines including Football, Field Hockey, Golf, Cricket and Motorsports. 15-time major winner Tiger Woods is Hero's Global Corporate Partner. Argentine Soccer legend and current coach of Atletico Madrid Diego Simeone and popular Colombian footballer Yerry Mina are Hero's Brand Ambassador.

For more information:

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