

November 7, 2019

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 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'.

(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl.: As above

New Delhi, November 7, 2019

HERO MOTOCORP LAUNCHES INDIA'S FIRST BS-VI MOTORCYCLE

NEW SPLENDOR ISMART WITH FI, DELIVERS HIGHER FUEL ECONOMY AND MORE TORQUE ON DEMAND

AVAILABLE AT AN ATTRACTIVE PRICE OF Rs. 64,900/- (EX-SHOWROOM DELHI)

In keeping with its concerted efforts towards bringing innovative and technologically advanced products for customers, **Hero MotoCorp**, the world's largest two-wheeler manufacturer, today launched India's first BS-VI compliant motorcycle – the new Splendor iSmart.

The Splendor iSmart is being launched in the market within a few months of Hero MotoCorp becoming the first two-wheeler manufacturer in the country to receive the BS-VI certificate from iCAT.

In addition to featuring India's first BS-VI compliant (110cc) FI engine, the new Splendor iSmart delivers an added punch with its higher torque, at a higher fuel efficiency. The new motorcycle is designed to take on every challenge with its an all new diamond frame with increased front suspension travel, higher ground-clearance to take on any road and longer wheel-base for greater stability.

The new contemporary and youthful Splendor iSmart also offers a best-in-category value proposition to the customers who are seeking more with every ride. The next generation of Hero's iconic brand – the BS-VI Splendor iSmart – draws inspiration from the core brand attributes of innovation, tech-excellence, style and trustworthiness, which have established a strong connect with customers the world over.

The retail sales of the Splendor iSmart - **attractively priced at Rs. 64,900/-***, is expected to commence at Hero MotoCorp dealerships in Delhi and the National Capital Region (NCR) within the next few days. The motorcycle will gradually be available at the Company's dealerships across the country over the next few weeks.

*(*Price ex-showroom Delhi)*

Available in three vibrant tones – Techno Blue & Black, Sports Red & Black and Force Silver & Heavy Grey - the new Splendor iSmart makes a strong first impression. The motorcycle is available in two variants – Self Drum Cast and Self Disc Cast (added BS-VI onwards).

Unveiling the motorcycle here today, **Malo Le Masson, Head - Global Product Planning, Hero MotoCorp, said,** *“The Splendor iSmart is a clear testimony to the immense progress we have made in scaling up our in-house R&D capabilities in a short span of time. This is the first BS-VI compliant motorcycle homologated in the country with a new engine family, and a new chassis design, completely designed and developed at our Centre of Innovation and Technology (CIT) in Jaipur. Conforming to stringent BS-VI emission norms, while improving the performance capabilities, style quotient and riding experience of the motorcycle is a remarkable feat. All these, under the successful Splendor franchise provide a highly appealing proposition for the customers. This marks the commencement of the transition of our product range to BS-VI norms.”*

Sanjay Bhan, Head – Sales, After Sales and Parts, Hero MotoCorp, said, *“The launch plan for our BS-VI products has been strategically developed keeping in mind the interest of our customers and the demographic dynamics of the market. The Splendor iSmart will be made available in a phased manner across the country as we steadily ramp-up production. The price of this motorcycle is a directional guidance of the price points of our upcoming BS-VI vehicles, which will be launched sequentially in the coming months. We will be rolling-out an exciting multimedia campaign for the new Splendor iSmart BS-VI to connect with our customers.”*

THE NEW SPLENDOR iSMART

India’s First BS-VI Compliant FI Engine

Centered around clean mobility, the all new Splendor iSmart comes with a 110cc BS-VI Compliant Fuel Injection engine with optimum calibration - delivering an impressive power output of 9 BHP @ 7500 RPM and an enhanced torque on demand value of 9.89 NM at 5500 RPM. The new motorcycle features the revolutionary i3S technology and promises a superior ride, every time, with its added emphasis on fuel efficiency.

Superior drive and control

Challenging new limits, the all new diamond chassis offers superior strength, rigidity and responsive handling on any terrain. With +15mm front suspension, 180mm ground clearance and +36mm wheelbase, the motorcycle gets added comfort and stability to ride through rough terrains.

Style 2.0

The new body with modern look and Dual Tone imagery enhances the youthful and modern appeal of the motorcycle.

For more information, please visit:

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

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Press Release

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