

October 12, 2020

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 Limited



(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl: As above

Press Release

New Delhi, October 12, 2020

HERO MOTOCORP BRINGS MORE CHEER TO THE FESTIVE SEASON

INTRODUCES THE EXCITING GLAMOUR 'BLAZE' EDITION

Reaffirming its commitment to an exciting and aggressive portfolio, Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, has introduced a new special edition of the popular Glamour motorcycle – **the Glamour Blaze**.

In-line with the DNA of Glamour brand – the new motorcycle provides performance, comfort and style, now in a new Matt Vernier Grey Color. It also brings a new feature in the 125cc motorcycle category – a USB charger to the handlebar.

Glamour Blaze will be available at Hero MotoCorp showrooms across the country at an attractive price of Rs 72,200/-*.

*(ex-showroom Delhi)

Commenting on the new motorcycle, Naveen Chauhan, Head – Sales and Aftersales, Hero MotoCorp, said, *“Glamour is a highly popular brand across the country and represents style and performance. The response to the new Glamour that was launched recently has been positive and now in its Blaze edition, the brand continues to resonate with the youth of the country.”*

Malo Le Masson, Head of Strategy, Hero MotoCorp, said, *“We have a strong line-up of new products ahead of the upcoming festive season. The new Glamour Blaze is a high-on-energy edition that will increase its appeal for the young riders.”*

Glamour Blaze

The new Glamour Blaze is powered by 125cc BS-VI engine with XSens Programmed Fuel Injection. The engine produces power output of 10.7 BHP @ 7500 RPM and torque of 10.6 Nm @ 6000 RPM. Featuring Hero's revolutionary i3S (idle start-stop system), together with Auto Sail Technology, the Glamour Blaze delivers on its brand promise of performance and comfort.

Adding to the functionality and riding comfort, it offers a USB charger on the handle and comes with the side-stand indicator. The front 240mm disk brakes and ground clearance of 180mm provide confident reliability and all-day riding comfort with real road presence.

The new Glamour Blaze ups the style quotient for the aspirational youth with its new Matt Vernier Grey Color and Funk-Lime Yellow graphics.

Press Release

For more information:

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

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