



June 9, 2022

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

(Dhiraj Kapoor)
Company Secretary & Compliance Officer

M.
Encl: As above

Hero MotoCorp Ltd.

Regd. Office: The Grand Plaza, Plot No.2, Nelson Mandela Road,
Vasant Kunj - Phase -II, New Delhi - 110070, India
Tel. +91-11-46044220, Fax +91-11-46044399
HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J



New Delhi, June 9, 2022

HERO MOTOCORP INTRODUCES NEW PLATFORM FOR MOTORCYCLING ENTHUSIASTS ACROSS THE COUNTRY

LAUNCHES 'XCLAN' – A RIDING CLUB FOR XPULSE OWNERS

Expanding the motorcycling culture in the country, Hero MotoCorp - the world's largest manufacturer of motorcycles and scooters - has launched a new community-riding platform, XCLAN.

The XCLAN platform will be the first official Hero Xpulse owners club that will provide a stage for owners of the Xpulse motorcycles to engage with each other, build their cohort, and develop camaraderie with budding and experienced riders.

The inaugural chapters will be rolled out in five cities across the country - Dehradun, Guwahati, Bengaluru, Cochin and Mumbai – and will be subsequently expanded to additional cities by the latter half of 2022.

An XCLAN membership will bring numerous exciting benefits to customers, including onboarding kit, invitation to Chapter Rides & rally events across India, complimentary Hero Goodlife Platinum Membership, and a network of passionate riders, at an all-inclusive annual price of Rs. 2,000 per rider.

Commenting on the initiative, Ranjivjit Singh, Chief Growth Officer, Hero MotoCorp, said, *“Motorcycling is an experience like no other to explore one’s passion of travelling, discovering new places and enjoying a sense of being one with nature. These experiences are heightened when accomplished with partners who have similar tastes. We are bringing the two – the globally popular Xpulse and riding enthusiasts – together through XCLAN so that people across the country can have unique experiences and create memories with their tribe of fellow motorcyclists.”*

XCLAN engagements and rides will commence from July 2022 onwards with three categories: - Sunrise Rides, Overnight Rides and Expedition rides.

Hero MotoCorp plans to expand the XCLAN platform to tier II-III cities as well, thus offering access to people throughout the country and fostering a spirit of community riding amongst owners and enthusiasts.

For further details including ride schedules, interested customers may visit the [XCLAN website](#).

Press Release

For more information on Hero MotoCorp:

Press Contact:

corporate.communication@heromotocorp.com

