

October 10, 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**  
25<sup>th</sup> 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**

Encl: As above

## VIDA V1 Reservations Commence Today

### VIDA, Powered by Hero, to transform the EV segment in the country with its 'WORRY-FREE EV ECOSYSTEM'

VIDA, the emerging mobility brand of Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, is commencing **reservations for its first electric vehicle, the VIDA V1, from today, October 10, 2022.**

The VIDA V1, which was launched on Friday, October 7, at Hero MotoCorp's global R&D hub, the Center of Innovation and Technology (CIT) in Jaipur, **can be reserved at a fully refundable amount of Rs. 2499/-** through VIDA's website [www.vidaworld.com](http://www.vidaworld.com).

(\*Bookings open for Delhi, Jaipur and Bengaluru only)

VIDA V1 will be made available to customers in a phased manner, starting with Delhi, Jaipur and Bengaluru and deliveries will commence from the second week of December 2022.

The highly customizable, Built-to-Last VIDA V1, with convenient removable batteries and three-way charging options, is available in two variants – VIDA V1 Plus at Rs. 145,000/- and VIDA V1 Pro at Rs. 159,000/-.

(\*ex-showroom price)

**Dr. Swadesh Srivastava, Head – Emerging Mobility Business Unit (EMBU), Hero MotoCorp:** *“Our aim is to build the EV category and grow its scale. To make this happen we have not just launched a product. We have launched three things – the VIDA V1, VIDA Platform, and VIDA Services. Collectively we have launched a “Worry-free EV ecosystem” which is absolutely the need of the hour. This ecosystem has been built on top of a technology stack which we have created from scratch, bringing the strength of AI-driven personalization and context-aware resolution. VIDA V1 is not just a smart and flexible scooter, it is also ‘built-to-last’. All of this is obviously on top of the industry leading performance and features.”*

**Chandrasekar Radhakrishnan, Head – Business Growth, EMBU, Hero MotoCorp:** *“Our endeavor is to create VIDA as a truly global, new age brand that is authentic and progressive. Our strategy has been quite simple and straight forward – focus on value by providing the best of product and features to customers through our eco-system. We are launching industry first propositions like Green EMI, assured buy back, long term test ride and repair on site to make customer ownership & usership simple and worry-free.”*

The VIDA V1 comes with a **best-in-class combination** of performance (0-40 in 3.2 secs), a no compromise range (163 kms) and a top-speed of 80 km/h.

The VIDA V1 also offers **industry-leading features** like Custom Mode (100+ combinations), Cruise Control, Boost Mode, Two-way throttle, Key-less access and an Over-the-air enabled 7" TFT Touch-Screen.

Bringing a fresh approach to the category, VIDA has a slew of first-of-its-kind customer propositions and services, that include **Green EMI**, an efficient and seamless financing platform which will not only offer an easy paper less journey but also best-in-class interest rates at 1.5-2% lesser than the prevailing financial options in the market.

**Buy-Back scheme** that provides comfort and confidence to all first time EV buyers, with a first-in-industry assurance of vehicle buy-back at 70% of purchase value between the 16<sup>th</sup> to 18<sup>th</sup> months of vehicle ownership.

VIDA V1 will be available to customers for **test-ride for up to three days, so customers can have peace of mind before purchasing the vehicle**. In addition to pick-up and drop services, VIDA also offers another industry-first initiative – **Repair On-Site** – with customer executives available to provide service anywhere, anytime.

Reinforcing the brand's Tech-First approach will be a host of physical assets, including innovative and exciting **Experience Centers** at key locations and pop-ups in malls, to provide an immersive and a completely differentiated experience to customers. **EV Pods** will also be placed in vantage spots across existing Hero MotoCorp dealerships in various cities as well.

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**Follow VIDA, Powered by Hero:**



**Press Contact:**

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