

March 13, 2018

Asst. Vice President, Listing Deptt.
National Stock Exchange of India Ltd.,
Exchange Plaza, Plot C/1, G Block
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.



(Neerja Sharma)
Company Secretary

Encl.: as above



New Delhi, March 13, 2018

HERO MOTOCORP LAUNCHES THE NEW PASSION PRO & PASSION XPRO - SMARTER, FASTER & BOLDER

AIMS TO FURTHER CONSOLIDATE ITS 70% SHARE IN THE 100-110CC MOTORCYCLE SEGMENT

FEATURING HERO'S PATENTED i3S TECHNOLOGY, THE NEW PASSION PRO & PASSION XPRO ATTRACTIVELY PRICED AT RS 53,189/- & RS 54,189/- (EX-SHOWROOM DELHI) RESPECTIVELY

Close on the heels of launching the new Super Splendor, **Hero MotoCorp Ltd**, - the world's largest two-wheeler manufacturer – today commenced retail sales of the new '**Passion PRO and Passion XPRO**' across markets in the country.

The two new products are set to further consolidate the leadership of Hero MotoCorp in the domestic motorcycle market, where the Company commands over 50% market share.

The new Passion PRO is attractively priced at **Rs. 53,189/- (Ex-Showroom Delhi)** and the new Passion XPRO at **Rs. 54,189/- (Ex-Showroom Delhi)**.

Commenting on the new launches, **Ashok Bhasin, Head – Sales & Customer Care, Hero MotoCorp** said, "*Hero MotoCorp is the clear market leader with over 50% market share in the domestic motorcycle market in India, and also leads the 100-110cc segment with over 75% market share. Passion is the second largest selling motorcycle brand in this segment, behind Hero's Splendor brand. The Passion 100cc has been currently growing at around 20%. We are confident that the launch of these two new generation Passion 110cc motorcycles will further consolidate our leadership in the domestic motorcycle market.*"

The New Passion PRO

Designed for today's smart generation, the performance-oriented and boldly styled new 110cc Passion PRO is loaded with an array of convenience, safety and utility features, which integrate seamlessly to offer a hassle-free riding

experience. The modern appeal of the bike and best-in-class performance promises to offer an enhanced experience to the customers.

The new Passion PRO draws its unmatched performance from a BS-IV compliant 110cc TOD (Torque on Demand) engine, producing a maximum power output of 7.0 (9.4) kW (PS) @ 7500 rpm and maximum torque of 9.0 Nm @ 5500 rpm. This represents 12% more power and torque than its previous generation.

The bike, which races from 0-60 km/h in 7.45 seconds only, also features Hero's intuitive i3S (Idle-Stop-Start System), making it performance oriented and more efficient.

The boldly styled motorcycle comes packed with a host of style elements including the new muscular Fuel Tank with Flush type Cap, and a modern signature rear Tail Lamp.

In addition, the motorcycle offers a slew of safety and utility features, such as, Digital-Analog meter with digital Fuel Gauge, trip meter, All Time Headlamp On (AHO) and side stand indicator.

Adding to the style quotient are the five bold metallic color schemes – Sports red - strong and bright, Black monotone- exciting and premium, Force silver metallic – bold and vibrant, Heavy grey metallic - sober and elegant, Frost blue metallic – cool and modern. The motorcycle is available in both Drum and Disc variants.

The New Passion XPRO

The new sharper Passion XPRO offers the right mix of style, technology and best-in-class performance. Targeted at the youth, the motorcycle comes packed with a host of modern and stylish features, including the new sharper Fuel Tank with Flush fuel lid, dynamic shrouds, sporty real cowl, dual-tone mirrors, LED Tail Lamp and Digital-Analog meter with digital Fuel Gauge. All Time Headlamp On (AHO) offers superior visibility and safety.

The new motorcycle comes with a BS-IV compliant 110cc (Torque on Demand) engine, producing a maximum power output of 7.0 (9.4) kW (PS) @ 7500 rpm and maximum torque of 9.0 Nm @ 5500 rpm. The bike, which races from 0-60 km/h in 7.45 seconds only, also features Hero's intuitive i3S (Idle-stop-start system), making it performance oriented and more efficient.

The motorcycle will be available in five premium dual-tone color palettes – Sports red with black – powerful and warm, Black with sports red – strong and popular, Black with techno blue – vibrant and youthful, Black with heavy grey – elegant and sober, Force silver with black – cool and bright. The motorcycle is available in both Drum and Disc variants.

Prices across Key Indian cities

| Towns | Passion PRO | Passion XPRO |
|--------------|--------------------|---------------------|
| Delhi | 53189 | 54189 |

| | | |
|--------------|-------|-------|
| Mumbai | 53460 | 54460 |
| Kolkata | 54040 | 55040 |
| Chennai | 54245 | 55245 |
| Bangalore | 53770 | 54770 |
| Hyderabad | 54121 | 55121 |
| Pune | 53460 | 54460 |
| Ahmedabad | 53710 | 54710 |
| Lucknow | 53775 | 54775 |
| Kanpur | 53775 | 54775 |
| Patna | 54165 | 55165 |
| Chandigarh | 53141 | 54141 |
| Jaipur | 53687 | 54687 |
| Bhubaneshwar | 53784 | 54784 |
| Guwahati | 54330 | 55330 |
| Jamshedpur | 53868 | 54868 |

*All prices in INR

For more information:

Please visit:

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

Press Contact:

corporate.communication@heromotocorp.com

Weber Shandwick – India

Mansi Molasi +91 9650215869 mmolasi@webershandwick.com

PRESENTING ALL NEW

 Hero

Passion

PRO 110

AVAILABLE IN ATTRACTIVE COLOURS



BLACK WITH SPORTS RED



BLACK WITH FROST BLUE



BLACK WITH HEAVY GREY



SPORTS RED



FORCE SILVER METALLIC

SPECIFICATIONS

ENGINE

| | |
|-------------------|--|
| Type | Air Cooled, 4-Stroke Single Cylinder OHC |
| Displacement | 109.15 cc |
| Maximum Power | 7 kW @ 7500 rpm |
| Maximum Torque | 9 Nm @ 5500 rpm |
| Bore x Stroke | 53 x 49.5 mm |
| Compression Ratio | 10:01 |
| Ignition | Self (with i3s) & kick |

TRANSMISSION

| | |
|----------|------------------------|
| Clutch | Multi-Plate Wet Clutch |
| Gear box | 4-Speed Constant Mesh |

CHASSIS

| | |
|------|-----------------------|
| Type | Tubular Double Cradle |
|------|-----------------------|

SUSPENSION

| | |
|-------|--|
| Front | Telescopic Hydraulic Shock Absorbers |
| Rear | Swing Arm with 5-Step Adjustable Hydraulic Shock Absorbers |

BRAKES

| | | |
|-------|------|--------|
| Front | Drum | 130 mm |
| | Disc | 240 mm |
| Rear | Drum | 130 mm |

WHEEL AND TYRES

| | | |
|-----------|-------|-------------|
| Tyre Size | Front | 2.75" x 18" |
| | Rear | 3.00" x 18" |

ELECTRICALS

| | |
|------------------|---|
| Battery | 12 V - 3 Ah (MF Battery) |
| Head Lamp | 12 V-35 W / 35 W - Halogen Bulb (Multi Reflector Type) |
| Tail / Stop Lamp | 12 V-5 / 21 W (Multi Reflector) |

DIMENSIONS

| | |
|-------------------------|----------------------|
| Length x Width x Height | 1962 x 720 x 1087 mm |
| Wheelbase | 1235 mm |
| Seat Height | 780 mm |
| Ground Clearance | 165 mm |

WEIGHTS

| | |
|--------------------|----------|
| Kerb Weight | 117 Kg |
| Fuel Tank Capacity | 11 Litre |



PRESENTING ALL NEW

 **Hero**

Rayburn XPRO

AVAILABLE IN ATTRACTIVE COLOURS



BLACK WITH SPORTS RED



BLACK WITH FROST BLUE



BLACK WITH HEAVY GREY



SPORTS RED



FORCE SILVER METALLIC

SPECIFICATIONS

ENGINE

| | |
|-------------------|--|
| Type | Air Cooled, 4-Stroke Single Cylinder OHC |
| Displacement | 109.15 cc |
| Maximum Power | 7 kW @ 7500 rpm |
| Maximum Torque | 9 Nm @ 5500 rpm |
| Bore x Stroke | 53 x 49.5 mm |
| Compression Ratio | 10:01 |
| Ignition | Self (with i3s) & kick |

TRANSMISSION

| | |
|----------|------------------------|
| Clutch | Multi-Plate Wet Clutch |
| Gear box | 4-Speed Constant Mesh |

CHASSIS

| | |
|------|-----------------------|
| Type | Tubular Double Cradle |
|------|-----------------------|

SUSPENSION

| | |
|-------|--|
| Front | Telescopic Hydraulic Shock Absorbers |
| Rear | Swing Arm with 5-Step Adjustable Hydraulic Shock Absorbers |

BRAKES

| | | |
|-------|------|--------|
| Front | Drum | 130 mm |
| | Disc | 240 mm |
| Rear | Drum | 130 mm |

WHEEL AND TYRES

| | | |
|-----------|-------|-------------|
| Tyre Size | Front | 2.75" x 18" |
| | Rear | 3.00" x 18" |

ELECTRICALS

| | |
|------------------|--|
| Battery | 12 V - 3 Ah (MF Battery) |
| Head Lamp | 12 V-35 W / 35 W - Halogen Bulb (Multi Reflector Type) |
| Tail / Stop Lamp | 12 V-5 / 21 W (Multi Reflector) |

DIMENSIONS

| | |
|-------------------------|----------------------|
| Length x Width x Height | 1966 x 774 x 1087 mm |
| Wheelbase | 1245 mm |
| Seat Height | 790 mm |
| Ground Clearance | 165 mm |

WEIGHTS

| | |
|--------------------|-----------|
| Kerb Weight | 117 Kg |
| Fuel Tank Capacity | 9.2 Litre |



Hero

Fashion
X Pro

Hero

Fashion
X Pro

Hero

MRF