

October 11, 2021

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**



**(Neerja Sharma)**  
**Company Secretary & Chief Compliance Officer**

Encl: As above

**New Delhi, October 11, 2021**

## **HERO MOTOCORP FURTHER AUGMENTS ITS SCOOTER PORTFOLIO**

### **LAUNCHES THE NEW CONNECTED PLEASURE+ XTEC TO GIVE A WIDER CHOICE OF SCOOTERS TO CUSTOMERS IN THE FESTIVE SEASON**

Aligned to its aggressive growth strategy in the scooter segment, **Hero MotoCorp** the world's largest manufacturer of motorcycle and scooters, today launched the new **Pleasure+ 'XTec'**.

The Pleasure+ XTec adds to the ever-growing appeal of the iconic Pleasure brand. The new LED projector headlamp - a first-ever feature in the 110cc segment - enhanced aesthetics and a new vibrant paint in Jubilant Yellow bring a **fresh appeal** to the scooter.

With enhanced **technology features** such as Hero's revolutionary i3S Technology, (Idle-Stop-Start System), digital analog speedometer with Bluetooth connectivity with call and SMS alerts, Side-Stand Engine cut off, Metal Front Fender, the rider can master any driving situation with confidence.

Hero Pleasure+ 110 will be available at Hero MotoCorp dealerships across the country at a starting price of INR 61,900\* for LX variant and Pleasure+ 110 XTec starts at INR 69,500\*.

\*(Ex-Showroom, Delhi).

**Malo Le Masson, Head of Strategy and Global Product Planning, Hero MotoCorp**, said *"The Pleasure+ 110 is a trendsetter and is quickly becoming one of the country's most admired and popular scooter. The XTec model brings more charm with elegant elements inspired from the Platinum edition, more durability with the front metal fender, more comfort with a branded seat backrest and a boost of technology with the projector LED headlamp, Bluetooth connectivity, and Hero's patented i3S technology for enhanced fuel efficiency. The Pleasure+ 110 has just become even more desirable!"*

**Naveen Chauhan, Head of Sales and Aftersales, Hero MotoCorp**, said, *"The iconic Pleasure brand enjoys a strong connect with the customers. With a host of first-in segment features, the new Pleasure+ 'XTec' is surely going to strengthen our scooter portfolio and will bring great cheer to the youth this festive season."*

Press Release

## **The Pleasure + 'XTec'**

### **Projector LED Headlamp**

For better illumination, the new Pleasure+ XTec comes with first- in- segment projector LED headlamp. The new headlamp provides **25% more light intensity** with a longer and wider road reach and anti-fog advantage that offers maximum on-road visibility in all driving conditions.

### **Style & Design**

The Pleasure+ XTec takes forward the retro design theme and premium **chrome additions** on Mirrors, Muffler Protector, Handle Bar, Seat Backrest and Fender Stripe. Additionally, the dual tone seat and colored inner panels further enhance its overall style.

### **Improved Comfort**

With a **branded seat backrest** for the pillion, whether it's a long journey, or your daily city route, the Pleasure+ XTec keeps its promise when it comes to high-quality comfort.

### **Enhanced Durability**

Over and above the chrome elements that make Pleasure+ a solid ride; it now has an added advantage of a **metal front fender** that further enhances its durability.

### **Connectivity**

With Pleasure+ XTec, you have everything in sight and under control. The digital analog speedometer with Bluetooth connectivity **displays incoming and missed call alerts**, new **message alerts** along with the **phone battery** status.

### **New Color theme**

Available in seven exciting colors, the Jubilant Yellow specially created for the Pleasure+ XTec ensures even further enhanced exclusivity.

### **Engine**

The Pleasure+ XTec comes with a 110cc BS-VI compliant engine producing a remarkable power output of 8 BHP @ 7000 RPM and torque on demand of 8.7 NM @ 5500 for a high performance ride. Delivering the brand promise of performance and comfort, the new Pleasure+ XTec comes with the **i3S patented technology** for the highest possible fuel efficiency.

### **Safety**

Ensuring the **utmost safety** of the rider and pillion, the scooter has a Side-stand visual indication and a **'Side-stand Engine cut-off'**.

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### ***For more information:***

[www.heromotocorp.com](http://www.heromotocorp.com) | FB: HeroMotoCorpIndia | Twitter: @HeroMotoCorp | IG: HeroMotoCorp

### ***Press Contact:***

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