

February 17, 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

Encl: As above

New Delhi, February 17, 2022

HERO MOTOCORP INAUGURATES ITS NEW STATE-OF-THE-ART DEALERSHIP IN JAIPUR, RAJASTHAN

SPREAD ACROSS 30,000 SQ. FT. NEXT-GENERATION SHOWROOM TO OFFER IMMERSIVE 360° 'PHYGITAL' RETAIL EXPERIENCE

Accelerating its efforts towards offering advanced digitized services to its customers, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, has inaugurated its new state-of-the-art dealership - **Surya Hero** in Jaipur, Rajasthan.

Located at VKI Area, Road No. 8, Sikar Road, Jaipur, Rajasthan, the new facility is spread over a massive area of over 30,000 sq. ft. Offering a unique 'Phygital' experience – a combination of physical and 360-degree digital retail proposition to its customers, this next-generation facility under Hero 2.0 project presents the next evolution of Hero MotoCorp's retail network.

Surya Hero will act as a one-stop-shop for all the sales and customer service requirements, in addition to offering the latest range of Hero-branded Merchandise and Accessories at the dealership.

Commenting on the launch, **Mr. Naveen Chauhan, Head of Sales & After Sales, Hero MotoCorp** said, *"We are delighted to launch one of our largest dealership in India. Each element of this modern showroom embodies the characteristics of the Hero brand and creates a unique progressive experience. Hero 2.0 is a modern reflection of our desire to delight our customers in every aspect, right from the time a customer steps into the dealership. The ambience it offers is a perfect intersection of modern design, digitalization and an interactive urban setting. In contrast to a traditional automotive dealership, the newly launched outlet is an interactive and interesting space that engages the customers instantly."*

Mr. Bharat Saneja, one of the leading dealer partners of Hero MotoCorp and Managing Director - Surya Hero said, *"Rajasthan has been a key market for us and it is befitting that the next-generation dealership of Hero MotoCorp has come up in Jaipur. Customer satisfaction has always been our top most priority and it gives us immense pleasure to offer this 'Phygital' experience to our customers in and around Jaipur."*

The showroom features an Experience Zone featuring Virtual Reality to bring customers face-to-face with the latest updates on Hero MotoCorp's product range. An interactive Virtual Product Presentation displayed on a large screen along with Hero Product Configurator (HPC) helps customers to evaluate and select their motorcycles and scooters as per their choice.

Press Release

For more information:

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