

August 01, 2024

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 Sir (s),

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

Hero MotoCorp Ltd.

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New Delhi/ Manila, August 1, 2024

HERO MOTOCORP EXPANDS ITS GLOBAL PRESENCE ENTERS SOUTHEAST-ASIAN GEOGRAPHY WITH THE COMMENCEMENT OF OPERATIONS IN THE PHILIPPINES

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, has commenced operations in the Philippines. This strategic expansion marks a significant milestone in the company's efforts to strengthen its global presence.

TerraFirma Motors Corporation (TMC), a part of the Columbian Group of Companies, one of the leading and most experienced automotive groups in the Philippines, will serve as the exclusive assembler and distributor of Hero MotoCorp products & services. The partnership between the two companies was announced in October 2022.

Niranjan Gupta, Chief Executive Officer, Hero MotoCorp said, *"The commencement of operations in the Philippines will bolster our overall global presence. Hero MotoCorp, with its extensive and innovative product portfolio, is committed to delivering superior mobility solutions and exceptional after-sales services ensuring a delightful ownership experience. Partnering with TerraFirma Motors Corporation (TMC), a distinguished entity within the Columbian Group, we are poised to swiftly establish and expand our presence in this vital market."*

Bienvenido Sanvictores Santos, Chairman, TerraFirma Motors Corporation, said, *"We are delighted to partner with Hero MotoCorp, one of the leading automotive companies in the world. Hero's products are renowned for their technology and reliability, and we are confident that customers in the Philippines will love these motorcycles and scooters. Combining Hero MotoCorp's global expertise with our local knowledge, we intend to make a significant impact in the market."*

A state-of-the-art assembly unit and parts warehouse has been set-up at TerraFirma Motors Corporation in Laguna, Philippines. Spanning over 6,000 sq. mtrs, the facility boasts an annual capacity of over 150,000 units.

Press Release

This new assembly facility will produce Hero MotoCorp's best-selling and globally acclaimed range of motorcycles, including the **Xpulse 200 4V**, **Hunk 160R 4V**, and the **Xoom 110** scooter.

The company also commenced its retail operations today offering the Xpulse 200 4V at an attractive on-road price of PHP 140,000, the Hunk 160R 4V at PHP 99,900, and the Xoom 110 at PHP 69,900. Each product comes with a warranty of 2 years or 24,000 kilometers.

The partners have established a comprehensive retail network (sales, service, spares) with over 350 **customer touch-points**, and will plan to rapidly expand this network by the end of the year.

Hero MotoCorp is currently present in 48 countries with tech centres in India and Germany, and manufacturing facilities in India, Colombia, and Bangladesh.

For more information on Hero MotoCorp:



Press Contact:

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