

July 30, 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
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



(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl: As above

Press Release

New Delhi, July 30, 2021

HERO MOTOCORP FURTHER AUGMENTS ITS GLOBAL BUSINESS COMMENCES RETAIL OPERATIONS IN MEXICO OFFERS A WIDE RANGE OF PRODUCTS FOR CUSTOMERS THROUGH AN EXTENSIVE DISTRIBUTION NETWORK

In keeping with its aggressive expansion plans in its global business, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, has started retail sales in the key market of Mexico.

The Company has introduced an extensive portfolio of products, including motorcycles and a scooter, thereby catering to the diverse segments of customers. These include popular motorcycles such as the Xpulse 200, Xpulse 200T, Hunk 190, Hunk 160R, Hunk 150, Eco 150 TR, Eco 150 Cargo, and Ignitor 125, and the Dash 125 scooter.

Sanjay Bhan, Head of Global Business, Hero MotoCorp, said, *"This is an important development in our international business growth story. Mexico will be a key market for us in the future and this is the first step in this direction. The range of products that we have introduced here should excite and cater to a wide segment of customers."*

The product portfolio will be available across the country through the retail arm of the distributor, agencies and dealers, and will have attractive financing options. There will also be a wide network of service centers spread throughout the country. The products will be available with a warranty of three years or 30,000 kilometers.

Hero MotoCorp has a renewed Global Business strategy of R4 - Revitalize, Recalibrate, Revive and Revolutionize. With this strategy the Company has significantly enhanced its global operations both in terms of volumes and presence.

In the midst of the Covid-19 pandemic, Hero MotoCorp registered its highest-ever monthly dispatch to global markets in March 2021. Carrying forward the positive momentum, it has witnessed growth in the current financial year (FY'22) too.

For more information, please visit:

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

Press Contact:

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