

January 31, 2023

Asst. Vice President, Listing Deptt.,

Exchange Plaza, Plot C-1, Block G,
Bandra Kurla Complex,
Bandra (E),
MUMBAI - 400 051
Scrip Code: HEROMOTOCO

The Secretary,

25th Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI - 400 001
Scrip Code: 500182

Dear Sirs,

Please find enclosed a specimen of the letter which is being dispatched to the relevant shareholders requesting them to dematerialize their physical shareholding.

This is submitted for your information and records.

Thanking you,

Hero MotoCorp Ltd.

Regd. Office: The Grand Plaza, Plot No. 2, Nelson Mandela Road,
Vasant Kunj - Phase - II, New Delhi - 110070, India

Tel. +91-11-46044220, Fax +91-11-46044399

HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J



Hero MotoCorp Ltd.

Registered Office: The Grand Plaza, Plot No.2,
Nelson Mandela Road, Vasant Kunj - Phase -II, New Delhi – 110070, India
CIN: L35911DL1984PLC017354 Phone: +91-11-46044220 Fax: +91-11-46044399
Email: secretarialho@heromotocorp.com, Website: www.heromotocorp.com

Date: 27-01-2023

SPECIMEN LETTER

Dear Shareholder(s),

Sub.: Dematerialization of shares held in physical form

We write with reference to the cited subject. In this regard we wish to inform that The Securities and Exchange Board of India ('SEBI') vide its notification dated June 8, 2018 amended SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, has mandated that the transfer of securities with effect from April 1, 2019 would be in dematerialised form only.

As per the records maintained with the Company's Registrar & Share Transfer Agents KFin Technologies Limited ("Kfintech"), we note that your holding in the Company, is still in physical form. Hence, it would be in your interest to take necessary steps to dematerialise your shares through your Depository Participant and hold them in Electronic Form.

Please note that Stock Holding Corporation of India Limited (SHCIL), one of the largest Depository Participants has offered their demat services to specially assist and facilitate you in getting your shares dematerialized. You may approach any of the SHCIL branches who will guide you in opening the demat account. Please note that the shareholders of our Company availing the Demat Account facility will not be required to pay the first year's Annual fees to SHCIL. You may note that the option of getting your shares dematerialized through SHCIL is totally upon your discretion and the Company shall not be liable for any act of omission or commission by the SHCIL in any of your subsequent dealings / transactions with SHCIL. Alternatively, you may approach a Depository Participant of your choice for availing these services.

A brief process of dematerialization, Key benefits of demat holding and disadvantages of physical holding are provided overleaf for your information.

In case of any queries in this regard, you may also contact our Registrar & Share Transfer Agents at:

M/s. KFin Technologies Limited,
Unit- **Hero MotoCorp Limited**
Selenium Building, Tower-B, Plot 31-32,
Gachibowli, Financial District,
Nanakramguda, Serilingampally, Hyderabad – 500032
Email: einward.ris@kfintech.com website: www.kfintech.com

Thanking you,
For Hero MotoCorp Limited

Dhiraj Kapoor
Company Secretary & Compliance Officer

Brief process of Dematerialization

- Open a Demat Account, if not have any.
- Surrender share certificates for dematerialization to your Depository Participant (DP)/ Broker along with Dematerialization Request Form (DRF) and KYC documents. At the time of submission to DP deface the certificate with the marking "SURRENDERED FOR DEMATERIALIZATION".
- Obtain the properly filled receipt from the DP.
- DP intimates to the Depository regarding the request through the system.
- DP submits the certificates to the RTA of the Issuer Company.
- RTA confirms the dematerialization request from depository.
- After dematerializing the certificates, RTA update the records and informs depository regarding completion of dematerialization.
- Depository updates its accounts and informs the DP.
- DP updates the demat account of the investor.

Key benefits of holding shares in demat form

- Immediate and fast transfer of securities.
- Elimination of risk by loss, theft, mutilation etc.
- Faster settlement and disbursement of corporate benefits like Bonus, Rights, Dividends etc.
- Elimination of mismatch in bank accounts and address.
- Convenient nomination facilities.
- Convenient transmission formalities in case of death of a holder.
- Better liquidity

Key disadvantages of holding shares in physical form

- Shares held in physical form cannot be transferred except in the case of transmission and transposition.
- Risk of loss or theft of share certificates
- Delay in disbursement of corporate benefits
- Long process of transmission of shares
- Time consuming process for issue of duplicate share certificate
- Poor liquidity – Physical shares cannot be sold immediately.