

November 27, 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.

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
Email: corporate.communication@heromotocorp.com
www.heromotocorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J





Press Release

New Delhi, November 27, 2024

HERO MOTOCORP LAUNCHES “HERO FOR STARTUPS”

PIONEERING ACCELERATOR PROGRAM TO TRANSFORM MOBILITY FOR BHARAT AND BEYOND

"Hero For Startups is our commitment to shaping the future of mobility and beyond through innovation, entrepreneurship, and collaboration. Rooted in the vision of our Hon'ble Prime Minister Shri Narendra Modi's Atmanirbhar Bharat, it is a transformative platform that empowers India to excel on the global stage. Inviting dreamers, doers, and visionaries, this initiative is a catalyst for extraordinary ideas to tackle real-world challenges for Bharat while opening doors to unprecedented opportunities. Hero For Startups accelerates India's rise as a global leader, setting new benchmarks for innovation and impact and creating a world of possibilities for generations to come."

Dr. Pawan Munjal
Executive Chairman, Hero MotoCorp

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, today launched the **Hero For Startups (HFS)** program with a vision to transform mobility for Bharat and beyond.

Hero For Startups (HFS) aims to identify and fund promising startups across the country that demonstrate the potential to transform the future of automotive industry. Aligned with Hero MotoCorp's vision – **Be the Future of Mobility** – this initiative will serve as a catalyst in fostering a strong technology-driven innovation and talent ecosystem.

The program provides selected startups with exclusive access to Hero MotoCorp's world-class Research and Development facilities in Germany and India, the Company's extensive network of dealers, suppliers and partners, along with mentorship. Shortlisted startups will have the opportunity to work on paid Proofs of Concept (PoCs) enabling successful PoCs to integrate their solutions into Hero's diverse product portfolio, unlocking valuable market exposure and accelerating the growth and visibility of their innovations.



Program Objectives

- **Foster Innovation:** Drive the development of cutting-edge technologies and disruptive solutions to transform the mobility sector
- **Strengthen innovation:** Collaborate with emerging startups, providing them with resources and support to create technology-driven innovation that invigorates the automotive industry
- **Sustainability and long-term Impact:** Shape the future of mobility through innovation that is scalable and sustainable

Key Features

- **Business Development and Scale-up Opportunities:** Selected startups will have the opportunity to work on paid PoCs with Hero MotoCorp, paving the way to develop and scale their innovations and integrate their solutions into Hero's product portfolio
- **Technical Support:** Startups will receive access to Hero's R&D, manufacturing and business teams, ensuring they have the resources to test, develop, and deploy their solutions
- **Bootcamps & Capacity Building:** Tailored bootcamps will focus on enhancing the technological and operational capabilities of startups, preparing them for future industry challenges and ensuring the sustainability of their solutions
- **Mentorship from Hero's Leadership:** Startups will receive guidance from experienced industry professionals and strategic mentorship from Hero's leadership team, empowering them to scale their ventures and make a transformative impact on the mobility sector

Applications for the Hero For Startups program are now open. Interested startups can apply via <https://heroinnovationcell.accubate.app/ext/form/1971/1/apply>. The 12-month program features a comprehensive evaluation process, concluding with a grand showcase where selected startups will present their groundbreaking innovations and explore partnership opportunities with Hero MotoCorp.

For more information on Hero MotoCorp:

Press Contact:

corporate.communication@heromotocorp.com



