

October 07, 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**  
25<sup>th</sup> Floor,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
MUMBAI - 400 001  
Scrip Code: 500182

**Sub: Presentation made to analysts / investors**

Dear Sir(s),

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in furtherance to our letter dated September 16, 2022 w.r.t. schedule of analysts / investors meet/ event, please find enclosed herewith the presentation for the scheduled event.

Request you to kindly take the same on records.

Thanking you,

**For Hero MotoCorp Limited**

**(Dhiraj Kapoor)**  
**Company Secretary & Compliance Officer**

Encl: as above



# Investor Meet

7<sup>th</sup> Oct, 2022

Centre of Innovation and Technology  
Jaipur

# Safe harbor plan

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# Agenda

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- Hero MotoCorp – the journey so far
- VIDA – leap into the future

# The world's largest Motorcycle and Scooter company

Hero  
**WORLD'S  
NO. 1**

TWO-WHEELER COMPANY

21 years in a row

1983

Hero Honda established

2011

Hero MotoCorp unveiled global brand identity. Became world's largest 2-wheeler consecutively for 10 years.



2016

Inaugurated state-of-the-art Centre of Innovation and Technology at Jaipur



2020

Expanded global footprint to 40 countries



2021

Reached cumulative production of 100 Million units



2022

Launch brand VIDA, HMCL's in-house electric brand



*\*by volumes*

# Hero MotoCorp has developed a strong ecosystem

- **Manufacturing excellence**
- **Extensive Distribution network**
- **Sourcing and supply Chain at scale**
- **Powerful brands**
- **State of the art R&D**
- **Talent powerhouse**

	2011-12	2021-22
Manufacturing facilities	3 Local	8 Global (including Colombia and Bangladesh)
Global footprint	4 countries	43 countries
# of touchpoints (globally)	2,600+	9,000+
Portfolio	4 Motorcycles 1 Scooter	6 Motorcycles 3 Scooters
# of R&D resources	150+	1,000+

# Our products are manufactured at world class facilities

~9.5 mn capacity set up across 8 global plants

Year of commissioning

1984

1997

2008

2014

2015

2016

2017

2020

Dharuhera

Gurugram

Haridwar

Neemrana

Colombia

Halol

Bangladesh

Chittoor



Industry leading processes and excellence in quality

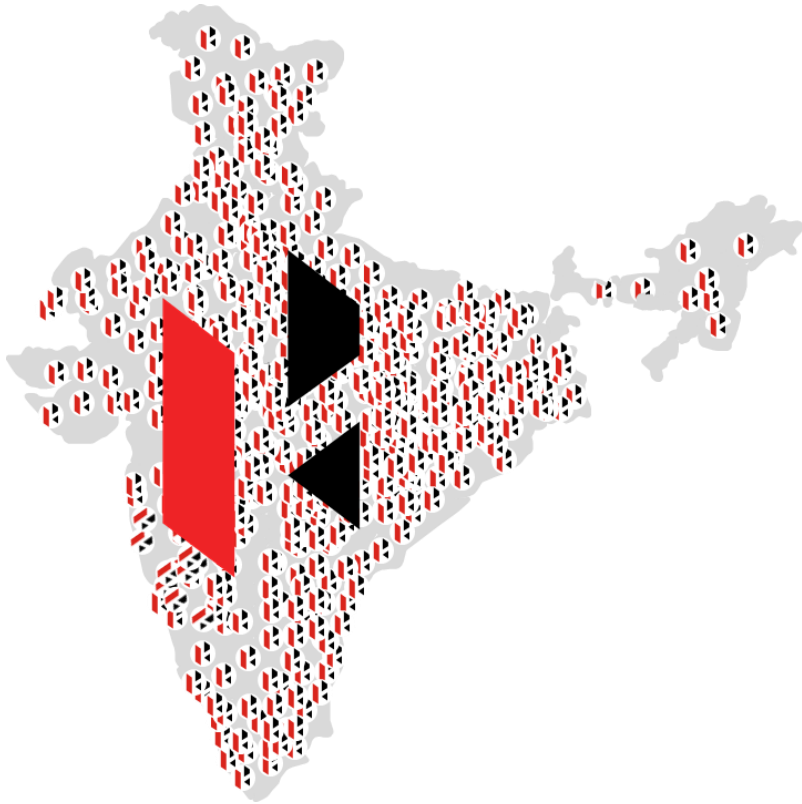
# Ensuring cost leadership through scale & partnerships



Promoting 'Make in India' (90%+ bought locally) while leveraging global supply base



# Sold through the largest distribution network in India



**9,000** Customer Touch Points



**6,000**  
Dealer & Network partners



**1,300**  
Authorized Service Centres



**120k+**  
Asli Heroes

Stepping into new-age sales platform

- 360° view
- Revamped eShop
- Premia stores



**Virtual showroom**



# And an expanding global footprint

Countries



Presence in key strategic markets with 7% revenue contribution  
Targeting to cross 15% of total sales

# Portfolio of strong brands developed over the years

HF100



*Most affordable bike*

HF Deluxe



*Market leader in entry segment*

Splendor+



*World's largest selling motorcycle*

Passion Pro



*Several segment 1<sup>st</sup> in the category*

Glamour



*Largest # of 125cc in East & South*

Super Splendor



*More powerful Splendor*

Xtreme 160R



*Fastest in its category*

Xpulse 200



*Winner of Indian Motorcycle of the Year*

Pleasure



*Preferred choice of women riders*

Maestro Edge 110



*Unison of Tech & Style*

Maestro Edge 125



*Truly Connected, Sporty scooter*

Destini 125



*Fastest growing 125cc*

# Significant investments in scaling up R&D



Centre of Innovation & Technology, Jaipur

R&D investments over 5 years

## Rs. 3,000 Cr

Highest spend in the industry



Hero Tech Centre, Germany

## Building platform for the future..



1,000+  
engineers



Latest technological  
enhancements in  
Tools & Machines



# Led sustainability in the Auto industry; ambitious targets

## 15+ Certifications, Awards, Recognitions received



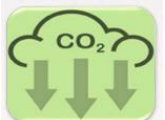
Top 25 Innovative Companies of 2021- CII Industrial Innovation Awards



Centre of Innovation & Technology - First R&D Centre to be certified as "GreenCo Platinum" by CII



Commended by the ET as 'Best Workplace for Women 2021'



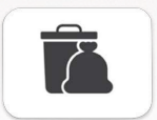
Carbon Reduction - 99,540 Tonnes



Energy Saving - 126 GWh



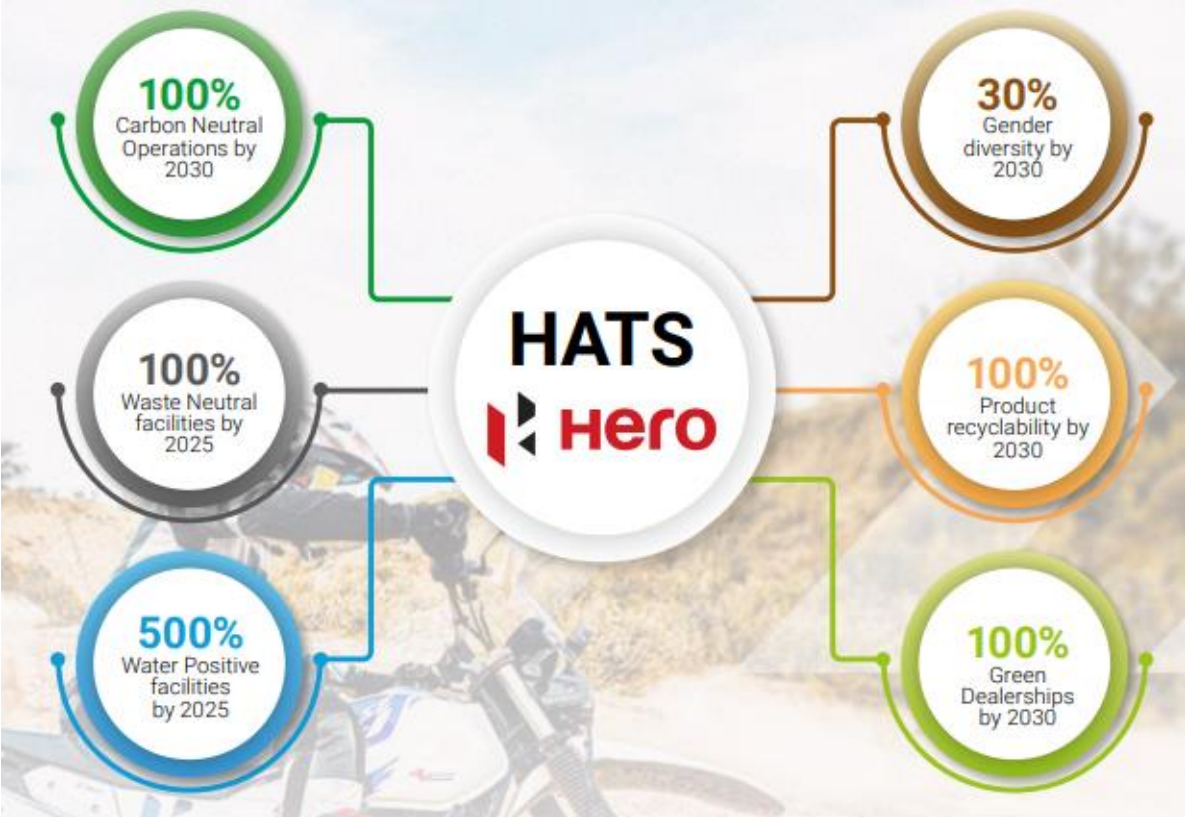
Water Conserved- 1,910 Mega L



Solid Waste Reduction - 2,200 Tons



Liquid waste reduction - 54 MegaL



Only 2w company to be rated in the DJSI index three times in succession



# Leadership team with relevant expertise



**Dr. Pawan Munjal**  
Chairman & CEO



**Mr. Sanjay Bhan**  
Head - Global  
Business



**Mr. Mike Clarke**  
Chief Operating  
Officer and Chief  
Human Resources  
Officer



**Mr. Niranjn  
Gupta**  
Chief Financial  
Officer



**Mr. Suresh  
Jagirdar**  
General Counsel



**Ms. Reema Jain**  
Chief Information  
and Digital Officer



**Dr. Arun Jaura**  
Chief Technology  
Officer



**Mr. Bharatendu  
Kabi**  
Head-Corporate  
Communications &  
CSR



**Mr. Ram  
Kuppaswamy**  
Chief Procurement  
Officer



**Mr. Malo Le  
Masson**  
Head - Strategy and  
Global Product  
Planning



**Mr. Ranjivjit  
Singh**  
Chief Growth  
Officer



**Mr. Swadesh  
Srivastava**  
Head-Emerging  
Mobility Business  
Unit



**Mr. Rakesh  
Vasisht**  
Executive Sponsor-  
Scooters and  
Head- Corporate  
Services

# Governed by an experienced and diverse Board

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**Dr. Pawan Munjal**  
Chairman & CEO



**AIR Chief Marshal  
B.S. Dhanoa (Retd.)**  
Non-Executive and  
Independent  
Director



**Mr. Vikram S.  
Kasbekar**  
Executive Director



**Ms. Camille Tang**  
Non-Executive  
and Independent  
Director



**Ms. Vasudha  
Dinodia**  
Non-Executive  
Director



**Mr. Pradeep  
Dinodia**  
Non-Executive  
Director



**Ms. Tina Trikha**  
Non-Executive  
and Independent  
Director



**Prof. Jagmohan  
Singh Raju**  
Non-Executive and  
Independent  
Director



**Mr. Rajnish Kumar**  
Non-Executive and  
Independent  
Director



**Mr. Suman Kant  
Munjal**  
Non-Executive  
Director

# In summary...

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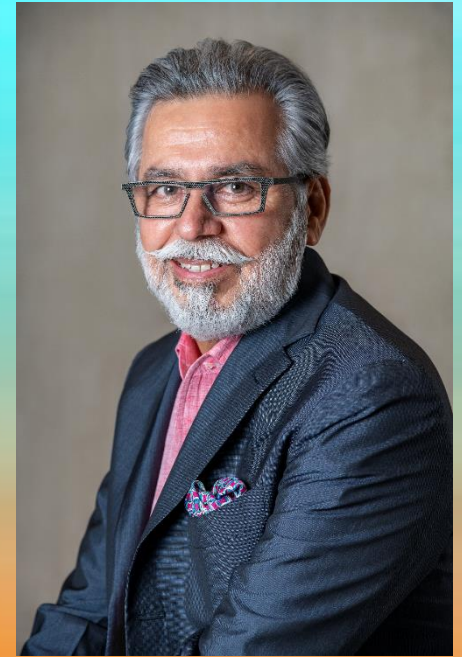
- 1 Developed a strong ecosystem
- 2 Built powerful portfolio of brands with leadership
- 3 Ready to scale up global business
- 4 Creating full portfolio in premium segments
- 5 Gearing up for leadership in Emerging mobility



# Agenda

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- Hero MotoCorp – the journey so far
- VIDA – leap into the future



**Dr. Pawan Munjal**  
Chairman & CEO

*“I envision VIDA empowering millions of people around the world to do the right thing, and be a part of the change that they want to see. By creating a positive impact on our planet.”*

# Our ambition is to be a global changemaker

**Inheritors of the Planet**  
The next generation.  
And the next.  
And the next.

...



# EMBU leadership



**Swadesh Srivastava**

EMBU Head

Entrepreneur and angel investor

14 years of work experience in companies including



**Chandrasekhar Radhakrishanan**

Head of Business Growth, EMBU

Head for sales, after-sales & marketing  
~25 years of work experience in companies including



**Shekhar Mishra**

Head Strategy & Corporate Finance, EMBU

19 years of work experience in companies including



**Kuldeep Bhayana**

Chief Digital Officer, EMBU

19 years of work experience in companies including



**Varun Shahani**

Head Energy Infrastructure, EMBU

10 Years of work experience in companies including



**Saurabh Sharma**

Head Product Management, EMBU

Extensive background in EV  
16 years of work experience in companies including



# And offers industry leading features



## LOW RUNNING COST

*Costs a pretty paisa!!*



## REGENERATIVE BRAKING

*We let nothing go to waste,*



## REVERSE GEAR

*Helps you get out of a spot*



## LATEST 7" TFT W TOUCH

*Segment leading HMI experience.*



## CONNECTED

*Keeping you and your ride, up to date always*



## KEYLESS + SMARTPHONE ENTRY

*One less thing to worry about*



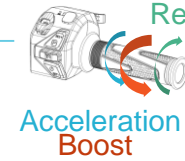
## RIDE MODES: POWER, ECO, CUSTOM

*Smart enough to adapt to your needs*



## ADVANCED CRUISE CONTROL

*Frees your attention to focus on the journey*



Regen/brake

Acceleration Boost

## INTELLIGENT THROTTLE

*Accelerate, Brake and Reverse all using your accelerator*



## MULTIPLE CHARGING METHOD (enabled by removable batteries)

*Apartment? House? Road? Charge anywhere without a problem*



## FAST ACCELERATION

*0-40 kmph in 3.2 s*



## CUSTOMISABLE MODE

*Balance between Power, Range as per need*

# Setup the ultimate mobility ecosystem to offer **seamless and worry-free customer experience**

## Ultimate Mobility Ecosystem

Ecosystem offering



Product



Platform



Services

Key messages to customers

A

High Performance & Personalize / customize your product

B

“Reliability and safety for complete peace of mind”

C

Entirely digital customer journey for VIDA’s digitally connected TG

D

Buy your VIDA in the comfort of your home

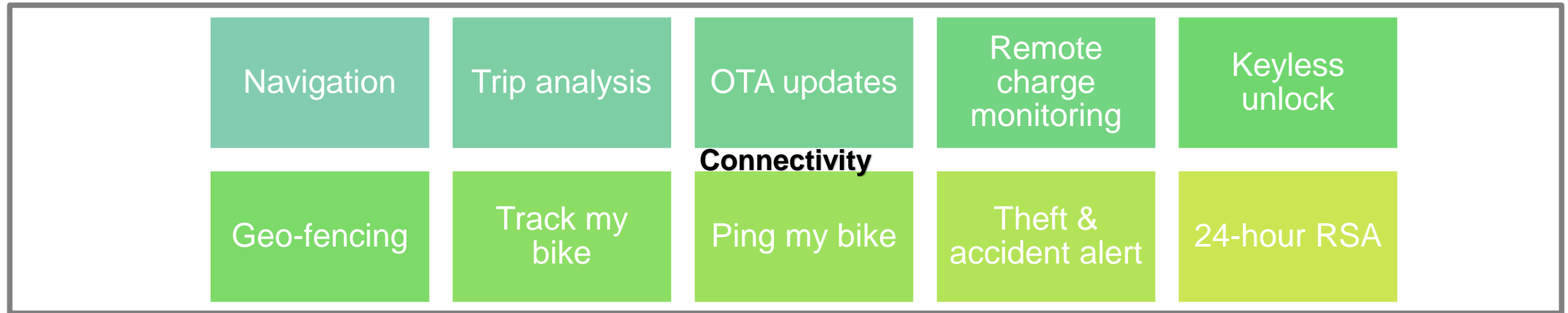
E

Upgrade your VIDA with OTA, performance upgrades & buy-back

F

Get service and charging anywhere

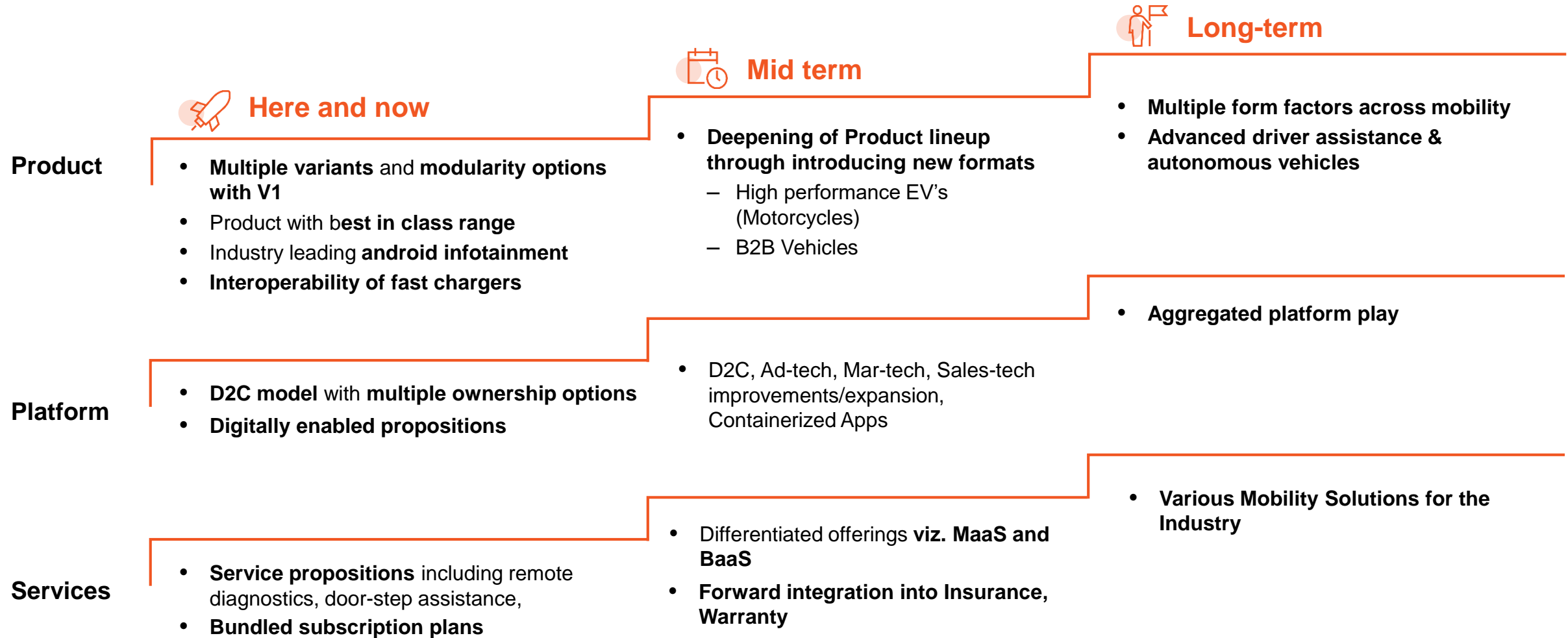
# Several offerings across connectivity, charging and services; to be priced under subscription plans based on volume sales



## Services

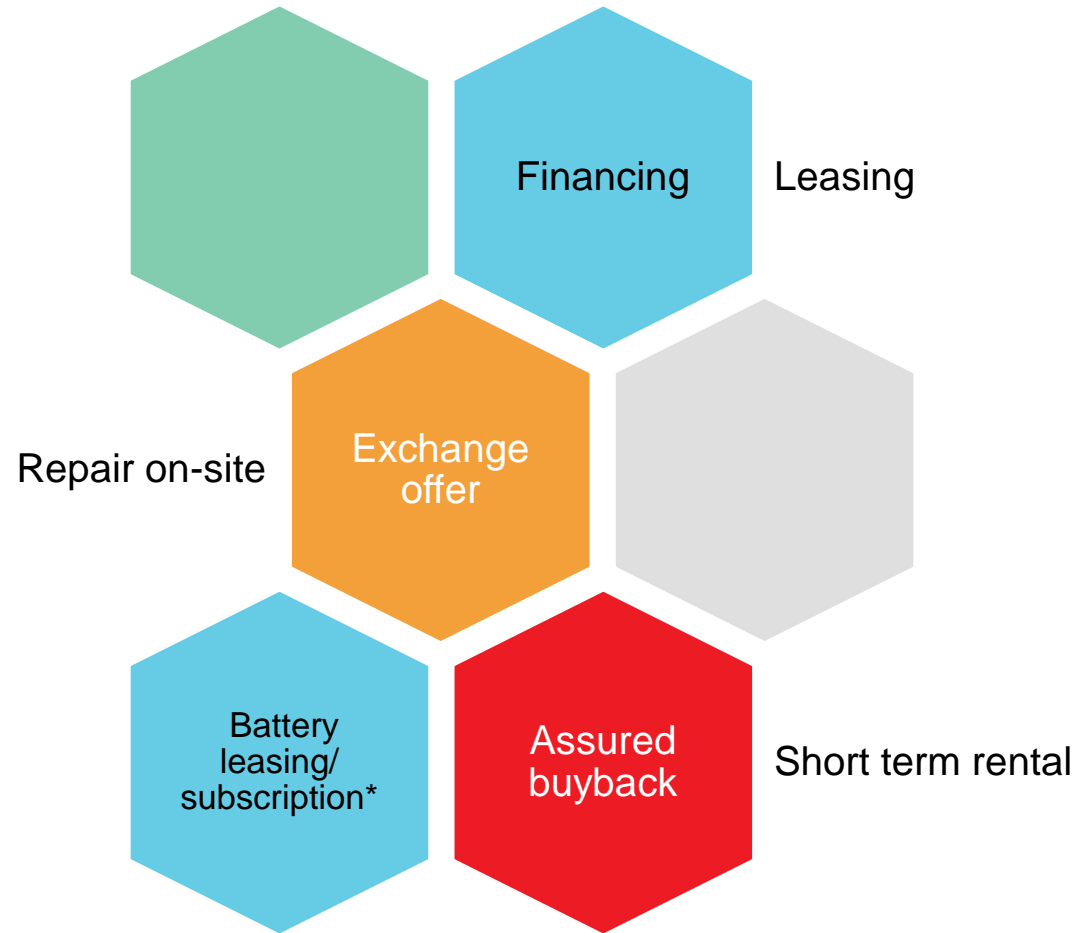


# VIDA will build an ecosystem across product, platform and services





# Industry leading comprehensive portfolio of offerings at launch



Only player to offer 7 distinct at advantages on launch

\* Subsequent offering



## Vida V1

Bookings start: Oct 10<sup>th</sup>, 2022

Delivery from: 2<sup>nd</sup> week of Dec

**Ex-showroom price:**

VI Pro Rs.159,000/-

V1 Plus: Rs. 145,000/-

# We took charge of charging: 3 ways to charge



# Leverage on strong engineering capabilities in-house Battery Design & Development

## Overview

- In-house **designed, developed and manufactured**
- Modular designs of both battery & BMS
- Capability for battery packs to function **independently as well as in parallel combination**
- Anti-theft functionality



## Features / key highlights

### Battery

- **Removable, portable and swappable battery packs** of 1.7Kwh capacity each
- Upgradeable battery capacity (upto 5Kwh)
- Highest **capacity density** amongst competition
- Charge anywhere



### Battery management system

- **Smart BMS :**
  - Monitors Battery State, Health, Voltage, Temperature & Current
  - Constantly reports data to VCU
- Provides protection from **Over Current, Over Voltage** (during charging), **Under Voltage** (during discharging) and **Over Temperature**
  - Maintains Cell balancing
  - Makes our battery SMART

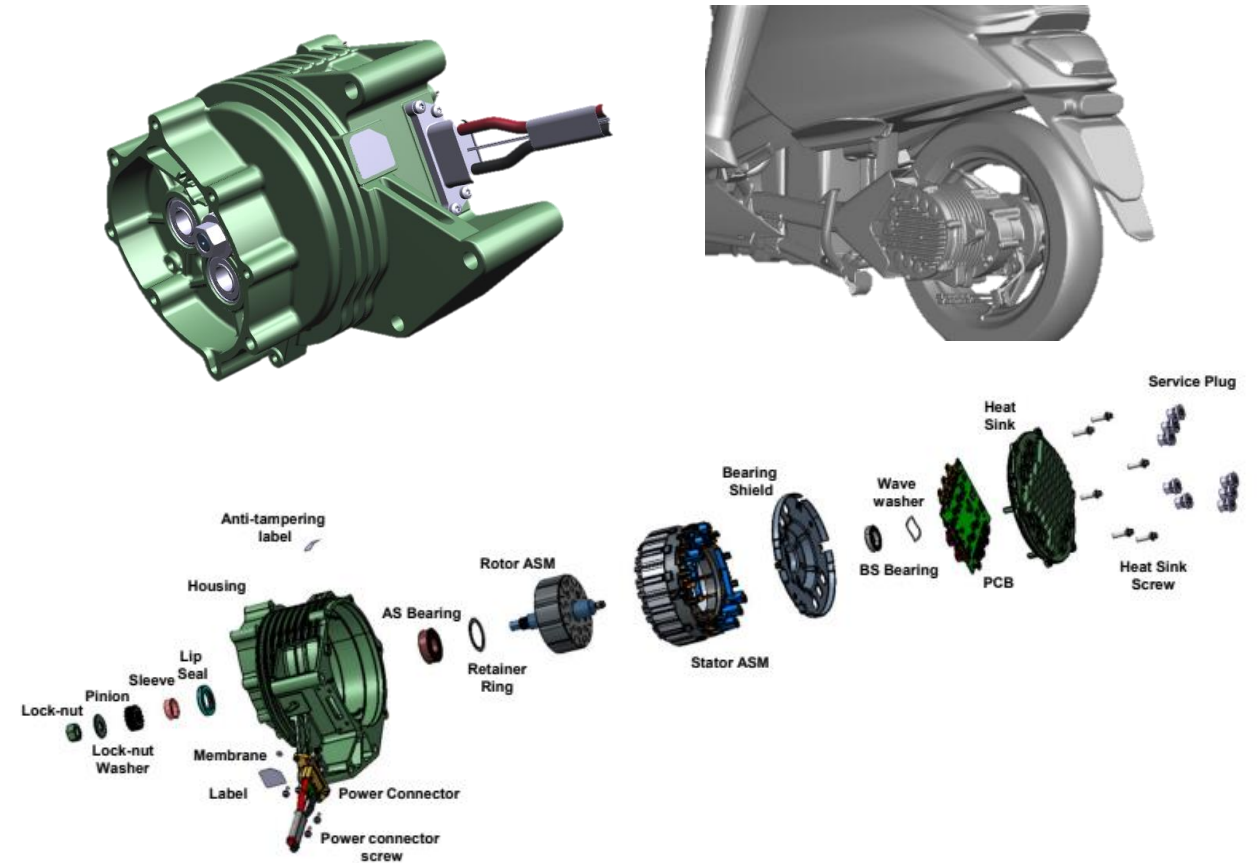
# And capabilities of best in class drivetrain

## Key highlights

- In-house designed, integrated drive-train
- Polyphase permanent magnet synchronous motor
- **Compact package & size** providing advantages over hub & central motors



## Schematics



# Extensively tested product components for reliability and safety



# Industry-leading customer experience leveraging both technology and our unparalleled physical reach

Why do we need to reinvent GTM for VIDA?

## Guiding principles for VIDA GTM



New-age customer with a digital-first approach



Separate brand promise and visual identity



Capturing customer data



Avoiding financial burden on ICE dealers as VIDA volumes expected to ramp up gradually over the next 12-18 months

1

### Customer Experience at the core

Create **strategic differentiation** through customer experience



2

### Create a 'Digital first' contemporary brand

Leverage **technology** to create seamless pre- and post-sales customer journeys



3

### Omni-channel: Go where the customer is

Create **multiple physical and digital entry points** for potential customers



4

### Fully leverage our unparalleled physical reach

Involve **Hero dealerships from day 1** with a clear roadmap for future involvement



# Pillars of VIDA's tech strategy



## Empower Digital Innovation

Unlock additional value by innovating, while creating value propositions using technology



## Super Customer Experience

Leverage connected eco-system to provide customizable and personal experience.



## Operational Excellence

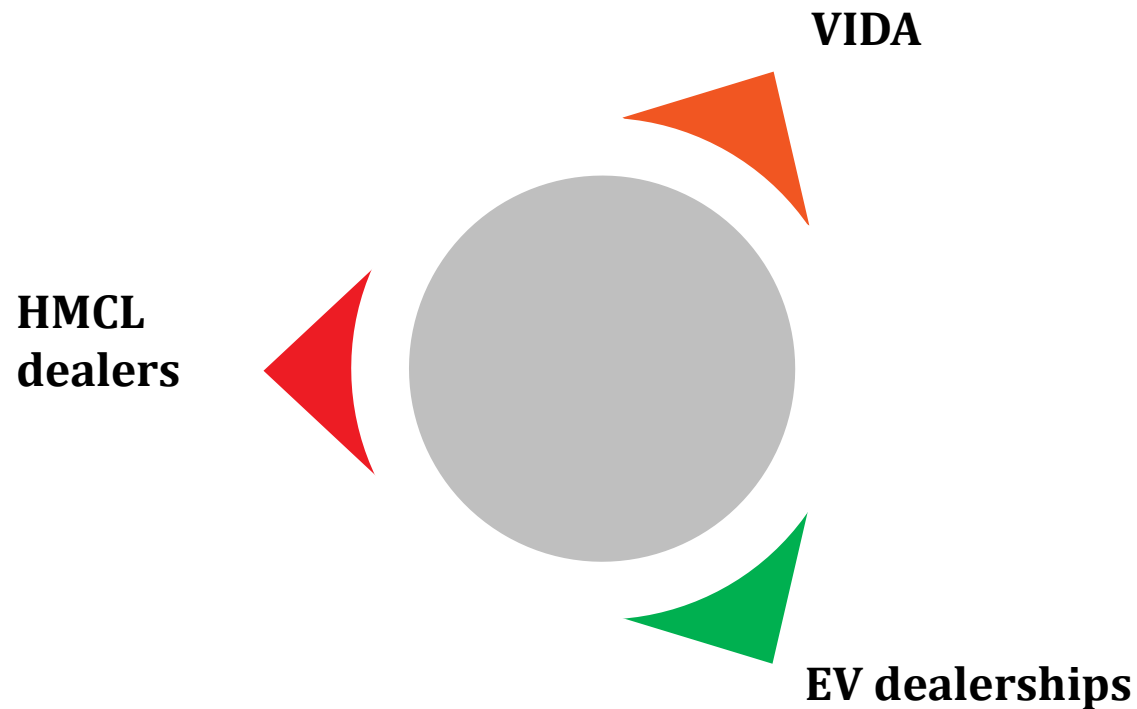
Agility towards business opportunities & challenges

Hero App will be the one-stop solution for all EV needs



# Multi-pronged distribution network - taking advantage of HMCL's reach

3 key pillars of EMBU's GTM strategy



## VIDA

- VIDA World platform
- **Select Experience Centres in top cities**
- Appoint dealerships and manage performance

## EV dealerships

- **Build and manage dealerships based on VIDA standards**
- Employ and manage product specialists, service team and infrastructure
- Inventory ownership and management

## HMCL dealers

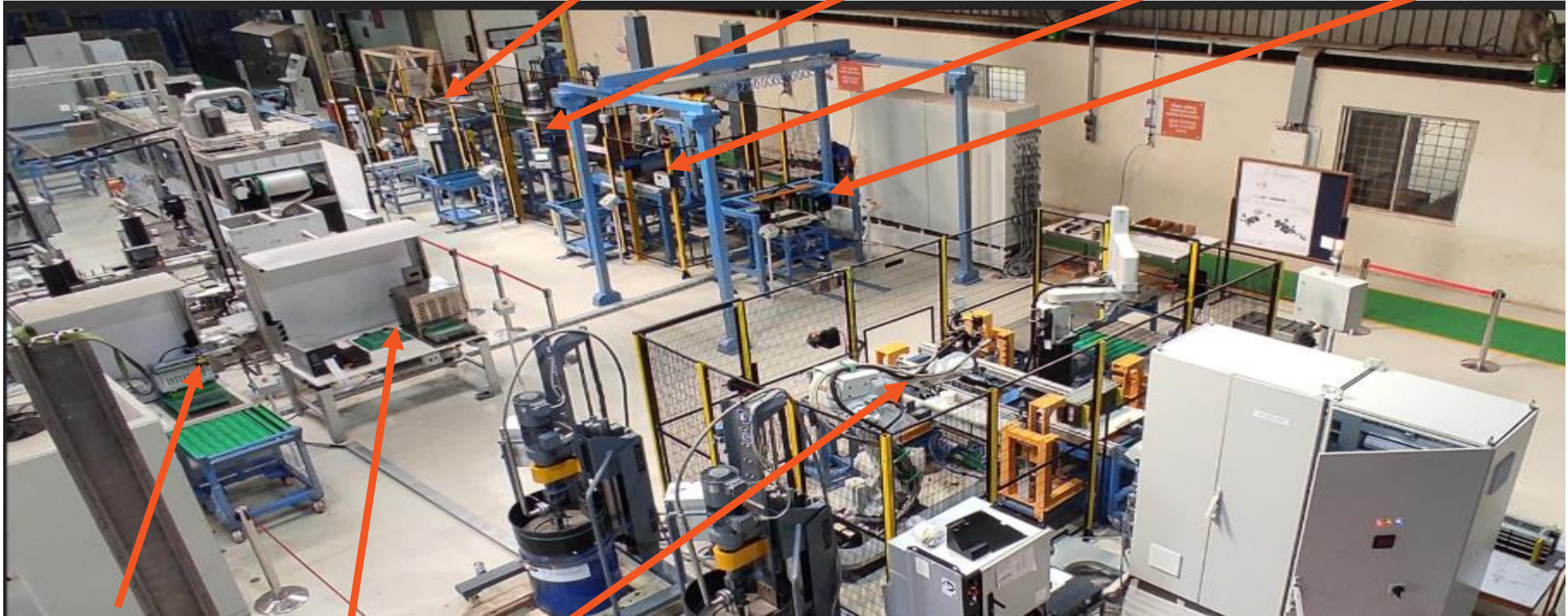
- **Create a VIDA EV Pod within existing stores (25 - 100 sqft)**
- Install a product configurator, digital tools and a dedicated person to educate walk-in customers about VIDA

# Serviced through a **highly automated line to build battery packs**

Pack Insertion  
Foam & Thermal Paste  
Dispensing

Resistance Welding

Dismantling

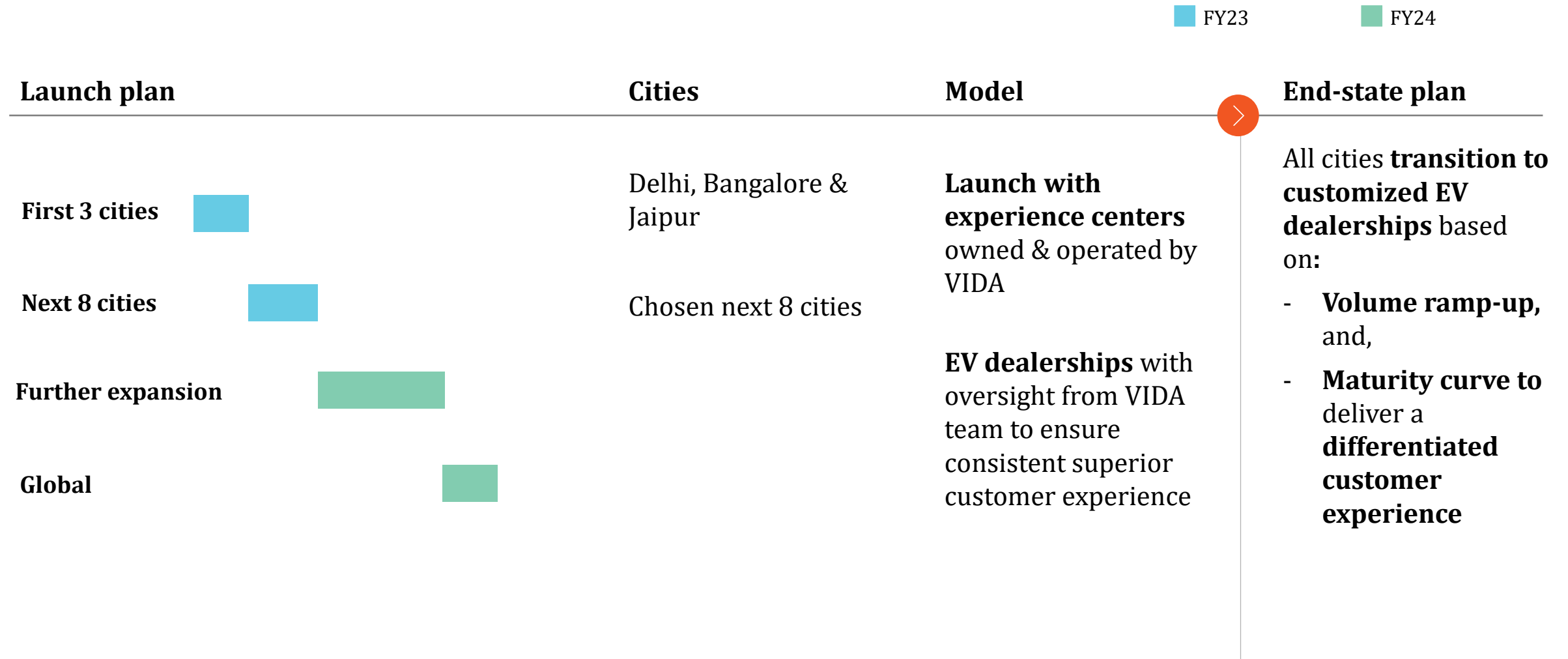


Cell Inspection

Z Fixation Assy

Stack Formation

# Sales and volume ramp-up plan



# Comprehensively addressing the EV eco-system

Create



Collaborate



Inspire



Quark 1



Thank you!