



July 25, 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
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

(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
HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J



New Delhi, July 25, 2022

HERO MOTOCORP UNVEILS THE BOLD AND STYLISH AVATAR OF THE SUPER SPLENDOR

LAUNCHES THE ALL-NEW SUPER SPLENDOR CANVAS BLACK EDITION

Strengthening its commitment to bring stylish, modern and cutting-edge motorcycles for the customers, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, today launched its latest edition of the iconic Super Splendor in **Canvas Black Edition**.

With a premium bold design and updated technology, the new Hero Super Splendor Canvas Black Edition comes with the triple promise of Super – Power, Super – Mileage and Super – Comfort. It provides enhanced fuel efficiency, up by 13%, with a **best-in-segment** mileage of 60-68 kmpl and is power-packed with exciting new features such as a new Digi Analog Cluster, an Integrated USB Charger, Side-Stand Engine Cut-off and a refreshed look.

Available at Hero MotoCorp dealerships across the country at an attractive price of Rs. 77,430/-* (drum self-cast variant) and Rs. 81,330/-* (disc self-cast variant), the Hero **Super Splendor Canvas Black Edition** comes with a 5-year warranty, reiterating the brand's trust and reliability. *(Ex-Showroom Delhi)

Malo Le Masson, Head of Strategy and Global Product Planning, Hero MotoCorp, said, *"The Splendor Family is the most popular and trusted motorcycle brand in the country. The Canvas Black Edition has been created to enhance the premium proposition of the Super Splendor 125, adding modern elegance to a stylish and technologically advanced model. This new offering will up the attractiveness quotient of Super Splendor while also enabling customers to express their individual style through custom graphics."*

Ranjivjit Singh, Chief Growth Officer (CGO), Hero MotoCorp said, *"As an iconic motorcycle that has had resounding success in the market, Splendor Family has consistently sought to set newer benchmarks of safety, reliability, and performance. The all-new Hero Super Splendor in Canvas Black edition strives to take customer aspirations to newer heights, backed by superior performance and comfort. We remain confident that it will fulfil the brand promise of comfort and safety while once again setting a new standard in terms of both technology and aesthetics."*

Hero Super Splendor Canvas- Product Highlights

Technological Advancements

New Digi Analog Cluster and a new integrated USB charger makes Super Splendor Canvas Black Edition a reliable companion.

Engine

The new Super Splendor Canvas is powered by a 125cc, air-cooled, 4-stroke, single cylinder engine that generates 10.7 BHP @ 7500 RPM and an impressive torque of 10.6 Nm @ 6000 RPM providing a superior ride experience to the customer. The engine gets advanced programmed fuel injection system, wet multi plate clutch and an all-new 5-Speed Gearbox offering a stress-free ride in the city as well as on the highways. It gets front telescopic hydraulic shock absorber and rear 5-step adjustable hydraulic shock absorber.

Design

The motorcycle flaunts a bold and modern design. The distinctive Canvas Black Paint finish adds an air of magical elegance to Hero Super Splendor. The subtle embellishments such as 3D branding of Super Splendor and H-Logo offers a charismatic presence.

Safety

Ensuring utmost safety for both rider and pillion, the motorcycle features a side-stand visual indication and a 'Side-stand Engine cut-off'. Additionally, it also comes with an option of disc brake and a Combi Braking System (CBS) for better handling.

For more information on Hero MotoCorp:



Press Contact:

corporate.communication@heromotocorp.com