

February 22, 2023

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: 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

## VIDA, Powered by Hero, expands its “Worry-Free EV Ecosystem”

### Sets up Public Charging Infrastructure in Bengaluru, Delhi and Jaipur

**VIDA, Powered by Hero**, the emerging mobility brand of Hero MotoCorp - the world’s largest manufacturer of motorcycles and scooters, **has initiated operations of its public charging infrastructure** in Bengaluru, Delhi and Jaipur.

**The brand has set up nearly 300 charging points at 50 locations across the three cities for public use.** The charging network is spread across key locations, ensuring customer convenience. VIDA’s fast charging network allows users to charge their scooter’s battery at 1.2 kms/min. Each charging station will have DC and AC charging sockets.

**Dr. Swadesh Srivastava, Head – Emerging Mobility Business Unit (EMBU), Hero MotoCorp, said:** *“We have installed VIDA’s world-class EV charging infrastructure prior to the commencement of VIDA V1 deliveries in all three cities. In line with our brand promise of building a “Worry-free EV ecosystem”, we are ensuring that customers’ transition to EVs is smooth and hassle-free. The VIDA World is developed with sustainability at its heart and with a technology-first philosophy. We are confident that our customers’ experience of the VIDA ecosystem, including the product, services and charging infra will be of global standards. We are now planning to expand our ecosystem to other cities.”*

Customers can use the **‘My VIDA’ mobile App for the end-to-end charging journey.** They will be able to locate their nearest charging station, view its availability, reserve a charging slot and navigate to the station from the App. The entire payment process will also be managed through the App.

The seamless customer journey for charging is in line with VIDA's approach of building a **“Worry Free EV Ecosystem”**. VIDA has set up Experience Centers in Bengaluru and Jaipur, and pop-up stores in Delhi-NCR, where customers can test-ride the Vida V1.

The VIDA V1 comes with a **best-in-class combination** of performance, range and top-speed.

The VIDA V1 also offers **industry-leading features** such as Custom Mode (100+ combinations), Cruise Control, Boost Mode, Two-way throttle, Key-less access and an Over-the-air enabled 7” TFT Touch-Screen. The VIDA V1 is based on an intelligent platform that’s modular, scalable & flexible, enabling it to learn and adapt on-the-go. The VIDA V1 **evolves** with the rider.

Bringing a fresh approach to the category, VIDA offers first-of-its-kind customer propositions and services, that include **Green EMI**, an efficient and seamless financing platform with best-in-class interest rates. **Buy-Back scheme** with a first-in-industry assurance of vehicle buy-back at 70% of purchase value between the 16<sup>th</sup> to 18<sup>th</sup> months of vehicle ownership. **Test-ride** for up to three days, so customers can have peace of mind before purchasing the vehicle. VIDA also offers another industry-first initiative – **Repair On-Site** – with customer executives available to provide service anywhere, anytime.

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**Follow VIDA, Powered by Hero:**



**Press Contact:**

[corporate.communication@heromotocorp.com](mailto:corporate.communication@heromotocorp.com)

THIS IS A VIDA EV CHARGING STATION.  
PARK HERE TO POWER UP.



LEFT  
RIGHT  
AC



Powered by Hero

In case of emergency, please call our toll-free number : 1800 266 8432

**DO'S**

- 1) Use the MY VIDA App on your smartphone to charge your EV
- 2) Handle the DC plug gently and place it back after you are done charging
- 3) Park your EV in the designated area only
- 4) Call our support number for help if you face any issues

**DONT'S**

- 1) Do not pull the plug out while charging is in progress
- 2) Do not start charging if the equipment seems damaged



**LED STATE**

- Solid Blue
- Green Blinking
- Solid Green
- Blue Blinking
- Solid Red

**CHARGING STATUS**

- Available
- Vehicle connected
- Charging
- Session complete
- Error

Charger ID : D72210430580018 Date : 05.10.2022

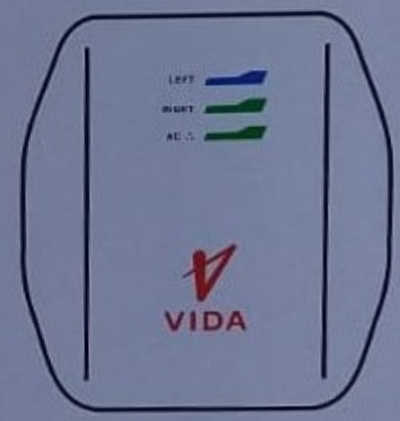
LEFT  
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