

January 17, 2025

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.

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New Delhi, January 17, 2025

BHARAT MOBILITY 2025: HERO MOTOCORP LAUNCHES EXCITING PRODUCTS IN PREMIUM AND SCOOTER SEGMENT

- MAKES A POWERFUL DEBUT IN 250cc SEGMENT WITH XTREME 250R AND STRENGTHENS XPULSE PORTFOLIO WITH THE ADDITION OF XPULSE 210
- EXPANDS SCOOTER PORTFOLIO WITH XOOM 125 AND XOOM 160
- SHOWCASES FIRST FLEX-FUEL MOTORCYCLE AND GLOBAL ELECTRIC VEHICLE RANGE
- PRESENTS “HERO PREMIA” - NEW PREMIUM SHOWROOMS WITH STATE-OF-THE-ART INFRASTRUCTURE AND CUSTOMER EXPERIENCE

Hero MotoCorp, the world’s largest manufacturer of motorcycles and scooters, showcased a range of new products and technologies at the Bharat Mobility Global Expo 2025.

Hero MotoCorp's pavilion at the show reinforces its commitment to establishing India as a global innovation hub, furthering the vision of an 'Aatmanirbhar Bharat' and providing world-class mobility solutions.

At the forefront of the showcase was a new range of exciting vehicles, alongside new-age customer-experience solutions and technological advancements.

Niranjan Gupta, Chief Executive Officer, Hero MotoCorp, said, “At Bharat Mobility 2025, Hero MotoCorp proudly showcased a dynamic and diverse line-up that reflects our vision for the future of mobility. From premium motorcycles and scooters to cutting-edge sustainable solutions, we are redefining mobility to meet the aspirations of a Viksit Bharat and a rapidly evolving global audience.

“Today two of our premium brands, Xtreme and Xpulse, have become even stronger. We have fortified our presence in the 125cc scooter segment and also ventured into the 160cc category with a Maxi Scooter. The launch of these new models on the back of an already strong portfolio, will further boost our growth journey as we enter the next fiscal. Strengthening its position as a global powerhouse, Hero MotoCorp remains committed to driving progress, delivering world-class products, and contributing to a cleaner, greener, and more inclusive future for all.”

Products	Xtreme 250R	Xpulse 210	Xoom 160	Xoom 125
Prices	Rs. 1,79,900/-	Rs. 1,75,800/-	Rs. 1,48,500/-	Rs. 86,900/-
Availability	Hero Premia	Hero Premia	Hero Premia	Hero Dealerships

(*Ex-showroom Delhi)

Bookings for all four products will start from February 2025, and deliveries will commence from March 2025 onwards.

HF Deluxe – Flex Fuel Motorcycle

Hero MotoCorp has showcased its first flex-fuel motorcycle, the ethanol-based Hero HF Deluxe, in alignment with the Government of India's vision to promote green and renewable fuel technologies. This flex-fuel prototype has been developed at the company's state-of-the-art R&D hub, the Centre for Innovation and Technology (CIT) in Jaipur. Powered by a 100cc BS6 engine, the vehicle is designed to operate on ethanol-blended gasoline with ethanol content ranging from 20% (E20) to 85% (E85).

VIDA V2

Further strengthening its commitment to make VIDA aspirational, accessible, and affordable, the company showcased the VIDA V2 e-scooter at the pavilion. Launched in December 2024, VIDA V2 is available at a starting price of Rs. 96,000/-. Powered by VIDA's advanced removable battery technology, the VIDA V2 ensures easy charging and an impressive IDC range of up to 165 km per charge. Additionally, the swingarm-mounted permanent magnet synchronous motor with 6kW of peak power and 25Nm torque makes every journey engaging.

SURGE S32 – CHAMPIONING INNOVATION

Moving ahead with the evolving technological landscape and changing customer behaviors, Surge, the in-house startup of Hero MotoCorp, has showcased the Surge S32, a first-of-its-kind class-convertible vehicle. Earning various accolades across the globe, the Surge S32 acclaimed as one of *TIME Magazine's* Best Innovations of 2024. It was also honored with the prestigious Red Dot: Best of the Best Award and secured Platinum at the A' Design Awards, reinforcing its place as a trailblazer in design and innovation.

OTHER HIGHLIGHTS

Company's pavilion gave a glimpse into the future with the showcase of 2025 Karizma XMR 210 Combat Edition, Mavrick 440 Pro (both featuring Upside Down Forks and TFT instrument-cluster), the Karizma XMR 250, and the Vida Z, which will be launched soon.

PREMIA ZONE

The state-of-the-art "Hero Premia" dealerships feature dedicated sections for Hero, VIDA, and Harley-Davidson products, offering customers a seamless and premium retail experience. To make its premium portfolio more accessible, Hero MotoCorp has established over 60 Premia dealerships across the country, will expand it to 100 in the coming months. The Premia zone showcased an exciting lineup of flagship models including the Harley-Davidson X440, Mavrick 440, Karizma XMR 250, Xtreme 250R, VIDA V2.

ADVENTURE ZONE

The Adventure Zone captures the essence of Hero MotoCorp's motorsport DNA, featuring the Xpulse 210 Rally and the exhilarating Dakar Rally Edition. These models epitomize the spirit of adventure and are designed to deliver unmatched performance and versatility, catering to the needs of thrill-seekers and off-road enthusiasts.

Kindly refer to the Annexure for Product Information

Press Release

Catch all the action from Hero MotoCorp at Bharat Mobility Global Expo 2025 in Hall no.5 from January 18-22, 2025.

For more information on Hero MotoCorp:



Press Contact:

corporate.communication@heromotocorp.com

ANNEXURE

Xtreme 250R

Hero MotoCorp made a powerful debut in the 250cc segment with the launch of the Xtreme 250R. The Xtreme 250R is inspired from the Xtunt 2.5R concept and elevates it with a focus on performance and handling. Powered by a 250cc liquid-cooled, 4-valve DOHC engine tuned for all out performance, producing **30 PS @ 9,250 rpm** of peak power and **25 Nm @ 7250 rpm** of peak torque, making it the **fastest 250cc motorcycle in its class**. The motorcycle's rigid trellis frame and **43mm USD dual cartridge** front forks ensure precise and agile handling.

Rider safety is paramount with features like **dual-channel ABS**, **rear-wheel lift-off protection**, and **Emergency Brake Alert**. The Xtreme 250R also boasts first-in-segment features such as **Intelligent Automatic Illumination** and **Hero Connect 2.0**. With over **35 connectivity features**, including turn-by-turn navigation and music control, riders stay connected and informed on every journey.

Xpulse 210

Crafted & Tested by Hero Motosports riders, the Xpulse 210 is designed to empower the spirit of adventure. The powerful 210cc DOHC liquid-cooled engine generates **24.6 PS @ 9250 rpm** and **20.7 Nm @ 7250 rpm** of torque. The **class-leading suspension setup**, with 210mm front and 205mm rear travel and a generous **220mm ground clearance**, ensures superior performance across varied terrains. The motorcycle's versatile ergonomics, comfortable seating with a wide and flat profile enhances the comfort during daily commutes as well as off-road adventures. The **6-speed gearbox with a slipper and assist clutch** ensures higher cruising speeds and smooth gear shifts.

The Xpulse 210 embraces minimalistic yet purposeful design elements such as front and rear shrouds for enhanced rider support, while distinctive features like the rugged front grab bar and upswept exhaust exude adventure readiness. Adding to its visual appeal, the Xpulse 210 features a **Class-D LED projector headlamp** and signature H-shaped DRLs for superior visibility. The compact H-shaped LED tail lamp further enhances its distinctive look. The Xpulse 210 is equipped with a **sophisticated 4.2" TFT display** in the top variant. The **Dual-channel switchable ABS** offers Road, Off-Road, and Rally modes for varied riding conditions.

Xoom 160

The Xoom 160 sets a **new benchmark** in the premium scooter category, offering a harmonious combination of innovative design, advanced technology, and exceptional performance. Crafted to push limits, it's more than just a ride—it's a ground-breaking shift in two-wheeled performance- it is **scooter reimaged**.

Equipped with a 156cc liquid-cooled engine, delivering **10.9kW @ 8,000 rpm** and **14 Nm torque @ 6,500 rpm**, the Xoom 160 features i3s **silent start and 4-valve technology** for optimal efficiency and high-speed capability. The Xoom 160's bold design includes a raised

Press Note

stance, **14" large wheels** with block-pattern tires, and a wide, cushioned seat for superior comfort. Advanced features like **smart key with remote seat access**, dual-chamber LED headlamp, **Front disc brake with ABS**, and Bluetooth-enabled digital speedometer with Turn-by-Turn navigation.

Xoom125

The Hero Xoom 125 is more than just a scooter; it's a powerful, precision-engineered two-wheeler. Hero MotoCorp redefines the 125cc scooter segment with the launch of the Xoom 125. Powered by an engine delivering **7.3 kW @7,250 rpm** and **10.4 Nm torque @6,000 rpm**, it delivers **class-leading performance**. It becomes the **fastest in the 125cc scooter segment** with 0 to 60 kmph in 7.6 seconds.

The scooter boasts a striking design with body mounted LED Projector Headlamp, reminiscent of a falcon's eyes, signature LED Position Light and **first-in-segment LED sequential winkers**. Built for stability and style, the Xoom 125 features **14" Large wheels** with wider tires, **a longer wheelbase**, and Front Disc Brake for enhanced grip for and confident braking. Bluetooth-enabled digital speedometer with Turn-by-turn navigation, illuminated start button and front glove box with phone charger further elevates the riding experience.

Hero Xtreme 250R, Hero Xpulse 210 and Hero Xoom 160 will be available at Hero Premia dealerships and Hero Xoom 125 will be available at all authorized Hero dealerships across the country.

The state-of-the-art Hero Premia dealerships feature dedicated sections for Hero, VIDA and Harley-Davidson products, offering customers a seamless and premium retail experience.

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