

HMCL:PR-2/01:SECT:17

January 13, 2017

The Secretary,  
BSE Limited,  
25<sup>th</sup> Floor,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
**Mumbai - 400 001.**

Asst. Vice President,  
Listing Department,  
National Stock Exchange of India,  
"Exchange Plaza",  
Bandra Kurla Complex, Bandra (East),  
**Mumbai - 400 051**

**Sub: Press Release**

Dear Sir,

Please find attached herewith a copy of the Press release being issued by the Company.

Kindly make a note of the same.

Thanking you,

Yours faithfully,  
**for Hero MotoCorp Ltd.**



**(Neerja Sharma)**  
**Company Secretary**

Encl. a/a



## **HERO MOTOCORP UNVEILS THE MODERN NEW GLAMOUR IN ITS FIRST-EVER GLOBAL PRODUCT LAUNCH**

## **COMMENCES OPERATIONS IN ARGENTINA – ITS 35<sup>TH</sup> MARKET; RAPIDLY EXPANDS ITS GLOBAL FOOTPRINT**

## **MAKES IMPRESSIVE DEBUT AT DAKAR 2017 WITH HERO MOTOSPORTS TEAM RALLY**

- Hero MotoCorp's aggressive global expansion plans on track with entry into Argentina
- Hero signs Argentine soccer legend Diego Simeone, the **Best Soccer Coach of 2016** as Brand Ambassador; its second global sports icon after Tiger Woods, to join the Hero family
- The New Glamour (called '**Ignitor**' in Central & South American markets) is Hero's first-ever product to have a global launch outside of India

**Buenos Aires, 12<sup>th</sup> January, 2017: Hero MotoCorp**, the world's largest two-wheeler manufacturer, today unveiled the **New Glamour** – its first-ever Global Launch of a new product outside of India.

This global launch of the New Glamour coincides with the commencement of Hero's operations in Argentina, its 35<sup>th</sup> market in a its rapidly growing global footprint.

This combined launch comes in conjunction with the impressive debut of Hero MotoSports Team Rally – comprising of riders C S Santosh & Joaquim Rodrigues - at the Dakar rally 2017.



The New Glamour was unveiled at a glittering ceremony held at the historic Law University in the capital city and was attended by senior government officials, members of the diplomatic corp, and more than 100 Hero MotoCorp associates, including global distributors and dealers from India.

**On this occasion, Pawan Munjal, Chairman, Managing Director and CEO, Hero MotoCorp, said, "The past five years have seen Brand Hero evolve into a major global player. Where mobility solutions are developed at our state of the art R&D facilities in India and distributed globally. And the extent of this growth is today showcased here in Argentina, the first ever global launch of our new bike, while our team races along in the Dakar Rally for the first time".**

*"Our first global launch of a new motorcycle here is reflective of the importance of Argentina and Latin America for us on our global map. South America is an important market for us, a fact borne out by our first overseas manufacturing facility in Colombia. With the commencement of our operations in Argentina, we are now significantly growing our presence in the region. We will be focusing on capturing an adequate market share here with our iconic product range. We have already begun our brand building initiatives for Argentina by bringing on-board the Argentine legend - Diego Simeone, the coach of Atletico de Madrid," he added.*

*"The 'New Glamour' – developed at our world-class, state of the art R&D campus in the India – the Centre of Innovation and Technology – has been designed keeping in mind our young customers across the globe, it has a sportier design, perfect amalgamation of power and performance, it is fuel efficient and most importantly it is a true symbol of Prime Minister Narendra Modi's 'Make in India' initiative."*

The masculine and sportier NEW Glamour makes a strong technological statement with the new BS-IV compliant engine that also features Hero patented and proven i3S technology. In addition to delivering an extraordinary performance and fuel-efficiency, the charismatic new Glamour carries an unmatched style-quotient and offers an exciting package of class-leading features to add to the premium-ness of the brand.

Hero MotoCorp is already the market leader in 125cc motorcycle segment in India. With the introduction of the new Glamour, the company aims to strategically expand its presence in the segment globally. Thus, swiftly moving towards becoming a 'million club' brand within this financial year (FY'17).

Hero MotoCorp has appointed **Marwen SA as its distributor in Argentina.** Marwen SA was established in 2004 and in 2015 the Company established a manufacturing plant in Villa Rosa Province of Buenos Aires. The plant has a capacity of 5000 units per year with plans for future expansion.

For the local market in Argentina, Hero MotoCorp has rolled out four products from its wide portfolio in the first phase - **Hunk, Hunk Sports, Ignitor and the scooter - Dash.** In the second phase of its operations, the Company will look at bringing in more products across different segments.

These products will be sold through a network of 40 dealers across the regions of Capital Federal and GBA.

**Mr. Pawan Munjal and Mr. Esteban Casares, President Marwen SA inaugurated the first of these dealerships in Buenos Aires today.**

Spread over an area of 250 square meters, the dealership displays all the new two-wheelers launched in the country. A 500 square meter service-center will also become operational in a couple of months, to provide optimum after-sales services to all Héro customers.

Speaking on the occasion, **Mr. Esteban Casares** said, *"We are extremely happy and excited to partner Hero MotoCorp and look forward to a long and successful association. We are confident that customers in Argentina will appreciate the Hero motorcycles and scooters that are known for their quality, reliability and performance, across the world. The market in Argentina has a huge potential for the type of products that Hero offers and thus we are confident that the Brand will soon gain momentum across the country"*.

## **THE NEW GLAMOUR**

### **Engine**

Powered by a BS-IV compliant 125cc TOD (Torque-on-Demand) vertical engine, the new Glamour motorcycle is a perfect amalgamation of power and performance. The new Glamour, like its predecessor, comes in two variants of carburation i.e., carburetor and Fuel Injection (FI). However, the carb version has been upgraded to run on CV carb, while the FI version has got the next generation FI for better control on each drop of fuel.

The air-cooled single cylinder, OHC engine produces a maximum power output of 11.4BHP (8.5 kW) @ 7500 rpm and maximum torque of 11 Nm @6500 rpm, thereby giving the new Glamour 27% added power and 6% more torque with further improvement in fuel efficiency 3% (carb.) ~ 7% (FI). The bike races from 0-60 km/h in 6.03(carb.) and 5.64(Fi) seconds only.

The new Glamour also features the Hero patented i3S (Idle-Stop-Start system) technology that has been widely appreciated by customers. In addition to increasing the fuel efficiency, the intuitive i3S system is an important convenience feature in the urban stop-go traffic condition.

### **Design & Styling**

The new Glamour also makes a masculine style statement with its sharper and sportier design. The new 'V' shaped headlight, twin pilot lamps, signature LED light guide tail lamp, and all new Y spoke stylish alloy wheels add to the contemporary appeal of the motorcycle.



The new enlarged tank fairing, rear fender and chiseled rear cowl enhance the bold stance and premium-ness of the bike.

Adding to the style-quotient, the carburetor variant comes in four exciting color variants - **Black with Techno Blue, Black with Sports Red, Black with Tornado Grey Metallic and Candy Blazing Red**, while the FI model comes in three color options - **Techno Blue with Black, Black with Sports Red and Candy Blazing Red**.

### **Convenience & Utility**

In addition to the impressive performance and design elements, the motorcycle comes loaded with comfort and utility features, such as New Analog Digital Speedometer with i3S Indicator, Digital Fuel Gauge, Trip and Mileage meters, new Seat Texture and tubeless tires.

The first-in-class **Automatic Headlamp On (AHO)** feature provides enhanced visibility and adds to the safety of the rider while riding under low-visibility conditions.

The new Glamour is available in Disk and Drum braking variants.

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### **About Hero MotoCorp Limited**

For the past 16 consecutive years, the New Delhi-headquartered Hero MotoCorp has remained the world's largest two-wheeler manufacturer in terms of unit volumes sold by a single company in a calendar year. The company sold over 6.63 million two-wheelers in the last financial year (FY'16). Since its inception in 1984, Hero has sold over 70 million motorcycles and scooters in cumulative sales. Hero MotoCorp currently sells its products in 35 countries across the world. Hero MotoCorp has five manufacturing plants, four in India and one in Colombia. Hero's second manufacturing facility at a global location is coming up in Bangladesh. Hero MotoCorp's state-of-the-art R&D facility – the Centre for Innovation & Technology (CIT) has been built with an investment of US\$126 million and has engineers from India and around the world working on Hero's next generation range of motorcycles and scooters. Hero MotoCorp has been associated with various disciplines of sports including golf, cricket, field hockey and football for over two decades now. Fourteen times major winner Tiger Woods is Hero's Global Corporate Partner.

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#### **For more information:**

Please visit: [www.heromotocorp.com](http://www.heromotocorp.com) | FB: [/HeroMotoCorpIndia](https://www.facebook.com/HeroMotoCorpIndia) | Twitter: [@HeroMotoCorp](https://twitter.com/HeroMotoCorp)

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