

January 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
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

VIDA, Powered by Hero, brings “Worry-Free EV Ecosystem” to Jaipur Commences customer deliveries of the VIDA V1 from its distinctive ‘Experience Center’

VIDA, Powered by Hero, the emerging mobility brand of Hero MotoCorp, the world’s largest manufacturer of motorcycles and scooters, today **commenced customer deliveries** of the VIDA V1 scooter in Jaipur.

Close on the heels of Bengaluru, Jaipur is the second city where customer deliveries of the VIDA V1 have commenced. The first customers in the city were delivered the scooter from VIDA’s ‘Experience Center’.

The Experience Center in Jaipur is located in the renowned C-Scheme locality and will be the hub of all brand events and communities in the city.

Dr. Swadesh Srivastava, Head – Emerging Mobility Business Unit (EMBU), Hero MotoCorp, said: *“We are delighted to be here in Jaipur, giving customers a first-hand experience of the “Worry-Free EV Ecosystem” of VIDA. The response from our customers – first in Bengaluru and now in Jaipur - has been highly encouraging for us. From the ride quality to performance to acceleration, users have loved the VIDA V1. We are now gearing up to expand our presence and further penetrate the market. Deliveries will next begin in Delhi. Our aim is to propagate clean mobility through a seamless and hassle-free customer experience through an omni-channel approach that is built on our custom tech-stack.”*

VIDA has Experience Centers in Bengaluru and Jaipur, and pop-up stores in Delhi-NCR, where customers can test-ride the Vida V1. Deliveries in Delhi will follow soon.

The highly customizable, **Built-to-Last VIDA V1**, with convenient removable batteries and three-way charging options, is available in two variants – VIDA V1 Plus at Rs. 133,810/- and VIDA V1 Pro at Rs. 147,262/-, price includes all connected features, portable charger and charging service. (Effective Price Jaipur)

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.

Reinforcing the brand's Tech-First approach, the innovative and exciting Experience Centers provide an immersive and a completely differentiated experience to customers. Here customers are able to familiarize themselves with the brand, experience the product and immerse themselves in the **"Worry-free EV Ecosystem"** of VIDA.

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 16th to 18th 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.

Follow VIDA, Powered by Hero:



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