

June 24, 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.

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New Delhi, June 24, 2022

HERO MOTOCORP ADDS TECH-DELIGHT TO THE PASSION LAUNCHES PASSION 'XTec' WITH HOST OF ADVANCED 'CONNECTED' FEATURES

In keeping with its aggressive product revitalization strategy, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, today introduced the new **Passion 'XTec'**.

Available at Hero MotoCorp dealerships across the country at an attractive price of **Rs. 74590/-*** (drum variant) and **Rs. 78990/-*** (disc variant), the **Passion XTec** comes with a 5-year warranty, reiterating the brand's trust and reliability.

*(Ex-Showroom Delhi)

The new Hero Passion 'XTec' is a perfect combination of style, safety, connectivity and comfort. The motorcycle is packed with features such as the First-in-Segment Projector LED Headlamp, Full-Digital Instrument Cluster with Bluetooth Connectivity, SMS and Call Alerts, Real-Time Mileage Indicator, Low-Fuel Indicator, Side-Stand Engine Cut-Off and Service Reminder. The host of new segment-first features and the trust & reliability of the Passion brand, make the Passion XTec stand out over others in the segment.

Malo Le Masson, Head of Strategy and Global Product Planning, Hero MotoCorp, said, *"The Passion XTec with its new features and a smart design is a compelling product that will excite the country's youth. Our range of 'XTec' products such as the Splendor+ XTec, Glamour 125 XTec, Pleasure+ 110 XTec and Destini 125 XTec have received an overwhelming response from customers and we expect the Passion XTec to continue this trend."*

Ranjivjit Singh, Chief Growth Officer, Hero MotoCorp, said, *"The Hero Passion is an iconic brand and enjoys massive customer trust for over a decade. With its new style and new attitude, the Passion XTec will appeal to the new age riders and with the latest technology features, it will set the benchmark for the segment. We are certain that the Passion XTec will enable us to further consolidate our leadership in the country's motorcycle segment."*

The Hero Passion 'XTec'

Designed for today's generation, the performance-oriented and muscular new 110cc Passion XTec is loaded with an array of convenience, safety and utility features, which integrate seamlessly to offer a hassle-free and enjoyable riding experience.

Connectivity

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With **Passion XTec** the rider can access vehicle and connectivity functions fast and conveniently. The first-in-segment full digital speedometer console with blue backlight offers Bluetooth connectivity, phone call alerts with caller name, missed call and SMS notifications along with the integrated USB charging port. It also displays phone battery percentage, real-time mileage indicator and service schedule reminder, and low fuel indicator.

Safety

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

Design

The new Passion XTec features first-in-segment projector LED headlamps with best in segment brightness with 12% longer beam than the conventional halogen lamp. The new headlamp design also enhances the sportiness and aerodynamics of the motorcycle. The motorcycle has chromed 3D branding and rim tape that increases its premium appeal.

Engine

The new Passion Pro XTec comes with a 110cc BS-VI compliant engine producing a remarkable power output of 9 BHP @ 7500 rpm and torque on demand of 9.79 NM @ 5000 rpm for a high-performance ride. Delivering the brand promise of performance and comfort, the new Passion Pro XTec comes with the patented i3S technology for better fuel efficiency.

For more information on Hero MotoCorp:

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