November 3, 2026

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

Subject: Press Release

Dear Sir / Madam,

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,

Digitally signed by: PRABHAT SINGH
Date: 2026.11.03 19:37:49 +05'30'

Prabhat Singh
Company Secretary & Compliance Officer

Encl.: As above

Milan, November 03, 2026

Hero MotoCorp Marks 25 Consecutive Years of Global Leadership, Accelerates Global Mobility Ambitions at EICMA 2026

- *Celebrates a remarkable journey of **25 years with the unveiling of its commemorative motorcycle** reflecting the spirit of innovation, passion and progress.*
- *Unveils Next-Generation Premium Portfolio with the flagship **adventure motorcycle** Xpulse **450 and the Harley-Davidson X350T.***
- ***VIDA officially begins operations in Europe, with the commencement of vehicle deliveries across European markets.***
- ***Unveils Novus Labs**, Hero MotoCorp's dedicated **innovation hub for the future of mobility**.*

Celebrating 25 consecutive years of global leadership, Hero MotoCorp is charting its next phase of growth at EICMA 2026 with a new generation of premium motorcycles, the commencement of VIDA's European operations and customer deliveries; and the introduction of Novus Labs, *Hero MotoCorp's dedicated **innovation hub for the future of mobility**.* Bringing together premium internal combustion engine (ICE) motorcycles, electric mobility and emerging technologies, the EICMA 2026 showcase reflects the Company's ambition to expand its Global portfolio and shape the future of mobility. Developed through the combined expertise of Hero MotoCorp's research and development centres in India and Germany, the innovations underscore its commitment to global collaboration, engineering excellence and sustainable mobility.

"Hero MotoCorp is shaping the future of mobility through a relentless pursuit of innovation, engineering excellence and a deep understanding of riders' evolving aspirations across the world. Our showcase at EICMA 2026 represents more than a display of products and technologies; it is a bold expression of our vision to redefine the future of motorcycling through breakthrough design, advanced performance and intelligent technology.

At the heart of this ambition is our ability to bring together the strength of India's engineering talent and manufacturing excellence with world-class global R&D capabilities and strategic partnerships. 'Make in India, for the World' is not just a philosophy; it is a powerful statement of our confidence, capability and commitment to create globally competitive products, technologies and sustainable mobility solutions that transcend markets and expectations.

As technology transforms the mobility landscape, we see an extraordinary opportunity to challenge conventions, unlock new possibilities and deliver more connected, exciting and differentiated riding experiences. Our journey over the first 25 years has established a formidable foundation of innovation, scale and global ambition. As we look ahead, we are not simply preparing for the future of mobility — we are driven to shape it."

Dr. Pawan Munjal
Executive Chairman, Hero MotoCorp

Power, Precision, Progress: Hero MotoCorp's Next-Generation Premium Portfolio

Redefining the future of mobility with a next-generation line-up that caters to diverse global preferences, Hero MotoCorp unveiled its new adventure flagship alongside an expanded premium portfolio spanning adventure and street motorcycles.

Xpulse 450: The New Adventure Flagship: The XPulse 450 is a ground-up adventure motorcycle and the most powerful model in Hero MotoCorp's portfolio. Its development draws on direct inputs from Hero MotoSports Team Rally.

- **Engine & Performance:** 421 cc Liquid Cooled 4V DOHC Engine, 34.3kW @ 9100 rpm, 38 Nm @ 7500 rpm, and 6 Speed transmission with Assist & Slipper clutch.
- **Technology:** Category-first Android Auto and Apple CarPlay integration.
- **Suspension & Capability:** Fully adjustable suspension, built for both road and off-road riding.Front Suspension - KYB 43mm USD Front Suspension 225mm long front travel, Cartridge type with 22-step compression and rebound damping adjustment Precision tuned for off-road impact absorption and excellent control
- **Market Compliance:** Both India and Global Markets- Global First
- **Family:** Joins the Xpulse 200, Xpulse 210 Dakar Edition and Xpulse 210 MX.

Harley-Davidson X350T: The X350T extends the flat-track-inspired design language associated with the X440T into the 350 cc segment, combining distinctive graphics with contemporary technology and handling features.

- **Design & Features:** Chequered graphics, an electronic throttle body, riding modes, switchable ABS and traction control.
- **Engine & Chassis:** New 350cc air-oil cooled engine with class leading torque. Suspension duties are managed by best-in-class USD Suspension in a trellis frame. The chassis is tuned for exceptional comfort, agility handling in the city and highway stability.
- **Market Compliance:** BS6 OBD2P2, Built primarily for the Indian market keeping the road conditions and Indian riders' expectations in mind
- **Family:** Joins the HD X350T, HD X440T and the category-first single-cylinder HD X440S.

Unveiling of Scrambler and Classic Concepts

At EICMA 2026, Hero MotoCorp unveiled the **Hero Scrambler Concept and Hero Classic Concept,** offering a bold glimpse into the future of its premium motorcycle portfolio. Blending Dakar-proven adventure DNA with contemporary urban styling and celebrating India's rich artistic heritage through timeless design and craftsmanship, the concepts reflect Hero's ambition to create distinctive, aspirational riding experiences and expand the possibilities of premium motorcycling.

VIDA Commences Operations in Europe

VIDA – powered by Hero, today marked a major milestone in its global journey with the start of its European operations with the commencement of custom**er deliveries across the European cities**.

Supported by its strategic partner Elektrorider**, VIDA's Direct-to-Consumer (D2C) sales model** will activate across **10 European countries: Italy, Spain, Germany, France, Slovenia, Slovakia, Romania, Hungary, the Czech Republic and Croatia**, for the VIDA DIRT.E K3. Both the VIDA VX2 and VIDA DIRT.E K3 will re**tail at stores across six markets: Romania, Hungary, the Czech Republic, Slovenia, Slovakia and Croatia.**

Backed by Hero MotoCorp's global scale and proven manufacturing credibility, VIDA brings a family-centric electric mobility ecosystem designed for how people live and move in European cities, with sustainable products and energy solutions built around everyday needs: practical urban commuting, convenient home charging, and a first electric ride for young riders.

VIDA VX2: Designed for European Cities: The VIDA VX2 is a practical urban scooter built to blend the convenience of a traditional scooter with electric mobility.

- **Performance**: 140 km WMTC range (Eco Mode) and a 90 km/h top speed.
- **Charging:** Twin removable IP67-rated batteries for convenient at-home charging.
- **Availability:** Test rides and retail availability begin in December 2026 across Romania, Hungary, Czech Republic, Slovenia, Slovakia, and Croatia.

VIDA DIRT.E K3: Built to Grow with the Rider: The award-winning (Red Dot 2025, CES 2026) adaptive electric off-roader designed to grow with young riders. Engineered by Hero MotoCorp's Tech Centre Germany (TCG) and global R&D teams.

- **Adjustable Design:** Tool-adjustable, three-stage platform (Small, Medium, Large) that grows with the rider, with an optional suspension kit for the large setup.
- **Limited Edition:** 6Days Limited Edition featuring 100 individually numbered units in Portuguese livery celebrating the 100th 6Days event.
- **Availability:** Available online with home delivery in 10 D2C markets, and in-store across 6 retail markets in Europe.

VIDA also unveiled a proto-vehicle at EICMA 2026 - **the VIDA UBX,** a neo-naked urban explorer. The event also featured **Project VXZ,** an electric motorcycle concept developed in partnership with US-based Zero Motorcycles and **the VIDA DIRT.E MX7**, a high-performance electric off-roader designed for adult riders.

VIDA announced its **Title Sponsorship of the Technical University of Munich's TUfast Moto Electric Team,** partnering with student engineers to turn academic theory into real-world electric racing technology for the MotoStudent International Competition.

<u>Novus Labs: Hero MotoCorp Introduces its Future-Mobility innovation Hub</u>

Hero MotoCorp introduces Novus Labs, its Chairman-led, dedicated future-mobility innovation hub at EICMA 2026. Novus Labs starts from people rather than products. It explores unmet mobility opportunities, experiments with solutions and executes them as working prototypes. The results graduate into Hero MotoCorp, VIDA or new ventures when ready.

First showcased as Novus Series at EICMA 2025, its NEX range won the **Red Dot Design Concept Award 2026**. At EICMA 2026, Novus Labs presented **NEX 1 and NEX 2 as working prototypes**, demonstrating its ambition to transform emerging ideas into future-ready mobility solutions. Explore, Experiment, Execute is a continuing cycle, not a one-time showcase. Novus Labs will keep exploring new mobility opportunities, with further concepts following from its idea bank over time.

NEX 1: A personal, portable and compact electric vehicle - Built for the fragmented, in-between stretches of a journey, NEX 1 folds from a carried object into a rideable one. Showcased last year at EICMA 2025 as a concept, it returns as a new, improved version. Product highlights: a top speed of 15 km/h and a range of 20 kms.

NEX 2: Agile, Stable and Multi-Use Trike: Pairing two-wheeler agility with greater safety, stability and utility of three wheels , NEX 2 is moving into its next stage of development. Product highlights: a targeted range of over 150 km (WMTC), a top speed above 100 km/h and generous storage space.

Novus Labs is open by design. It invites collaborators, innovators, technologists and institutions who are passionate about shaping the mobility opportunities of the future to build next with it.

Shaping the Next Generation of Mobility at a special Technology Showcase

At a dedicated Technology Hub, Hero MotoCorp and VIDA presented their long-term research direction for two-wheeled mobility. Rather than focusing solely on immediate product launches, the showcase explored emerging technologies and their potential applications across four areas.

- **Rider-Centric, Intuitive Experiences**: AI-powered interfaces simplify vehicle data through features such as facial recognition for keyless ignition and an AI voice assistant integrated into a 7-inch TFT Android Auto display.
- **Expanding the EV Ecosystem**: VIDA's evolving ecosystem pushes electric mobility beyond the ride. The newly unveiled Energy Dock transforms the battery into a versatile power hub, introduced alongside a seamless wireless charger for the VIDA VX2 platform.
- **Reimagining Powertrains**: A multi-pathway approach advances both ICE and electric technologies, focusing on multi-fuel capability, smart controls and advanced thermal management to enhance performance and ownership value.
- **Intelligent Safety**: Guided by Safety as the New Performance, innovations focus on crash prevention through radar- and sensor-based rider assistance, AI-enabled monitoring, adaptive lighting, and VIDA's Smart Helmet with on-vehicle AI-powered chin-strap detection that operates without cloud dependency.

Together, these initiatives reflect Hero MotoCorp's commitment to developing mobility solutions that combine engineering excellence, rider-focused innovation and a global perspective.

About Hero MotoCorp

Hero MotoCorp, headquartered in New Delhi, India, is the world's largest manufacturer of motorcycles and scooters for 25 consecutive years with ~$5 billion revenue. The Company's global footprint spans 54 countries across Asia, Africa, Europe, Central and Latin America with a customer base of over 130 million. The Company operates eight manufacturing facilities - six in India and one each in Colombia and Bangladesh - along with two Research and Development centres: Hero Centre for Innovation and Technology (CIT) in India and Hero Tech Centre Germany (TCG). Hero MotoCorp is driving the transition to electric mobility through VIDA. Strategic alliances with Harley-Davidson and Zero Motorcycles support the design and development of premium and electric motorcycles, respectively.

Further demonstrating its commitment to the EV future, the Company has made strategic investments in two- and three-wheeler EV manufacturers, Ather Energy and Euler Motors. Hero MotoCorp is the only Indian two-wheeler manufacturer listed on the prestigious Dow Jones Sustainability Index (DJSI).

Hero MotoCorp's Executive Chairman, Dr. Pawan Munjal, was named to the 2025 TIME100 Climate List of the 100 most influential leaders driving business climate action.

Beyond mobility, Hero MotoCorp is a major global promoter of sports, including golf, football, field hockey, and cricket. Hero MotoSports Team Rally is India, a flag bearer in global rally racing.

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