

December 12, 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 / 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

Vikram Kasbekar
Executive Director, Chief Technology Officer and
Acting Chief Executive Officer

Encl.: As above

Hero MotoCorp Ltd.

Regd. Office: The Grand Plaza, Plot No. 2, Nelson Mandela Road,
Vasant Kunj - Phase - II, New Delhi - 110070, India
Tel. +91-11-46044220, Fax +91-11-46044399
Email: corporate.communication@heromotocorp.com
www.heromotocorp.com CIN: L35911DL1984PLC017354



Press Release

New Delhi, 12 December 2025

VIDA powered by Hero MotoCorp debuts DIRT.E K3, a size-adaptive electric motorcycle for young riders aged 4–10 years

VIDA introduces its new off-road line DIRT.E with an electric motorcycle engineered to grow across early riding years — the DIRT.E K3 — at an introductory price of INR. 69 990 for the first 300 units

“When we created VIDA, our purpose was to reimagine the Future of Mobility for a new generation—mobility that is clean, connected and deeply conscious. VIDA has always been about more than electric vehicles; it is about inspiring transformative journeys and enabling people to experience freedom in a responsible and progressive way.

With the DIRT.E line up, we extend this purpose into the world of off-road exploration. DIRT.E K3 gives young riders the right beginning on two wheels — a space where confidence grows naturally, skills develop intuitively, and early experiences with mobility become joyful, safe, and sustainable. As they gain height, courage, and curiosity, the product grows with them, empowering a continuous sense of progression.

Through VIDA and the DIRT.E Series, we are placing the Future of Mobility in the hands of the next generation of riders, explorers and innovators. It is a commitment to nurturing their potential and shaping a world where mobility is synonymous with possibility.”

Dr. Pawan Munjal
Executive Chairman
Hero MotoCorp

VIDA, the emerging mobility brand from Hero MotoCorp, today introduced **DIRT.E K3, the first product in its newly created off-road line, DIRT.E**. Designed for young riders aged 4 to 10 years, DIRT.E K3 brings a fresh approach to early motorcycling by combining electric performance with a unique size-adjustable platform that adapts as young riders grow and gain confidence on diverse terrains. Inspired by VIDA DIRT.E’s tagline ‘**Wild beyond the Ride**’, this launch marks the brand’s entry into the off-roading segment, offering structured, safe and sustainable riding experiences for young riders.

DIRT.E K3 provides a **three-stage adjustable system** that transforms the motorcycle across Small, Medium and Large configurations, quickly and effortlessly using a single tool. This addresses a long-standing gap in young riders’ motorcycles, which are often quickly outgrown. By maintaining consistent ergonomics, over multiple years of growth, DIRT.E K3 helps build stable, long-term motorcycling foundations.

The motorcycle mirrors a true off-road stance, allowing riders to develop correct riding habits from the outset. Its **electric drivetrain** delivers smooth, linear torque, ensuring early riding remains safe and predictable. Parents can further tailor the learning experience through **app-enabled controls** that manage speed limits, lock riding modes and provide oversight during early training.

DIRT.E K3 has been conceptualized, designed, and developed at the **Hero Tech Centre Germany (HTCG) and the Centre of Innovation and Technology (CIT), Jaipur**, bringing together Hero MotoCorp's global engineering talent and advanced mobility capabilities. The production will take place at the state-of-the-art, green manufacturing facility in Tirupati, Andhra Pradesh, which houses the VIDA electric vehicle line. This integrated approach delivers a world-class combination of innovation, safety and performance.

Powered by a **350W continuous / 500W peak motor**, DIRT.E K3 comes **paired with a 360Wh removable battery that can be detached and charged conveniently at home**. The battery charges from 0 to 100% in approximately three hours and offers up to three hours of riding time depending on terrain and mode. **The removable design enhances convenience and safety** for daily use — parents can easily lift the battery out and charge it indoors without special installations. A **magnetic connector** ensures secure alignment, while the **sealed enclosure** protects the battery from dust and moisture, maintaining performance across varied weather conditions.

Three ride modes—Beginner, Amateur and Pro—support progressive learning with speeds of 8 km/h, 16 km/h and 25 km/h respectively. The **16-inch spoked wheel, single rear hydraulic disc brake** engineered to reduce front-wheel washout, and an adjustable frame that scales across three stages by varying height and wheelbase contribute to durability, control and rider confidence on varied surfaces.

Safety is built into every detail of DIRT.E K3. The motorcycle features an **over-moulded wiring harness** for added durability, a **child-scaled brake lever, impact-absorbing components** for protection, and a **magnetic lanyard-based kill switch** that immediately cuts the power if the rider is separated from the motorcycle.

Commenting on the launch, Kausalya Nandakumar, Chief Business Officer- Emerging Mobility Business Unit, Hero MotoCorp said: "DIRT.E K3 represents a new beginning in how young riders engage with motorcycling. Our goal was to design a product that adapts as they grow, enabling confident, responsible and joyful exploration. DIRT.E is the first step in building a thoughtfully crafted ecosystem that nurtures riders from the earliest stages through a platform that is safe, progressive and deeply connected to the outdoors."

DIRT.E K3 has been recognized internationally with the **Red Dot Design Award 2025** and the **CES Innovation Award Honoree 2026**, underscoring its pioneering design and engineering excellence on the global stage.

VIDA opens **Expressions of Interest for DIRT.E K3** today on its **website vidaworld.com**. Offered in three bold colours — Red, Purple and White — the DIRT.E K3 will be priced



VIDA

starting at INR. 69 990 for the first 300 units as an introductory offer, with **retail commencing from January 15, 2026 onwards**. Deliveries in the first phase will be available at select outlets in five cities: Delhi, Bengaluru, Pune, Jaipur and Calicut.

For more information on Hero MotoCorp, Press Contact:

corporate.communication@heromotocorp.com



Follow VIDA, Powered by Hero:



Follow VIDA DIRT.E



About Hero MotoCorp

Hero MotoCorp, headquartered in New Delhi, India, is the world's largest manufacturer of motorcycles and scooters for 24 consecutive years with ~\$5 billion revenue. The Company's global footprint spans 52 countries across Asia, Africa, Europe, Central and Latin America with a customer base of over 125 million. The Company operates eight manufacturing facilities - six in India and one each in Colombia and Bangladesh - along with two Research and Development centres: Centre for Innovation and Technology (CIT) in India and Tech Centre Germany (TCG).

Hero MotoCorp is driving the transition to electric mobility through VIDA, powered by Hero. 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's flag bearer in global rally racing.