

June 18, 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**  
25<sup>th</sup> 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

**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



New Delhi, June 18, 2025

## **HERO MOTOCORP TO INTRODUCE VIDA VX2 WITH PIONEERING 'BATTERY-AS-A-SERVICE' MODEL, DEMOCRATISING ELECTRIC TWO-WHEELER MOBILITY**

- 'Pay-as-you-go' battery subscription model to make VIDA Electric Vehicle (EV) ownership more flexible, affordable, and future-ready
- Flexible monthly plans to enhance accessibility and accelerate broader EV adoption
- Aligned with Hero MotoCorp's vision to build a more inclusive and future-ready EV ecosystem through VIDA

Bolstering its customer-centric approach, VIDA - powered by Hero MotoCorp - is set to introduce a pioneering subscription-based Battery-as-a-Service (BaaS) model, redefining two-wheeler EV ownership and ushering in a new era of accessible, affordable electric mobility starting July 1, 2025.

Along with a flexible 'pay-as-you-go' ownership model, this disruptive BaaS subscription solution will significantly reduce the upfront ownership cost, making electric mobility more affordable and accessible to a wider customer base. It will allow customers to have the option to finance the scooter chassis and battery separately, reducing significant upfront capital expenditure into manageable monthly payments.

Customers can choose from flexible subscription plans tailored to their daily or monthly budget and usage - offering greater affordability, convenience, and peace of mind in EV ownership.

Under this model, VIDA customers will be empowered with greater choice, improved cost efficiency, and access to VIDA's growing robust pan India ecosystem which already includes over 3,600 fast-charging stations and 500+ service points across 100+ cities. By removing conventional barriers and reimagining EV ownership and experience, VIDA aims to democratize electric mobility while offering unmatched convenience, flexibility, and peace of mind.

Complete details of the Battery-as-a-Service model, subscription plans, and pricing will be revealed on **July 1, 2025**.

***For more information on Hero MotoCorp:***



***Press Contact:***

[corporate.communication@heromotocorp.com](mailto:corporate.communication@heromotocorp.com)

***Follow VIDA, Powered by Hero:***



\*\*\*\*\*