



HMCL:ICK:11/14A:SECT:14

October 08, 2014

Fax/Speed Post/Courier

The Secretary,
BSE Limited,
25th Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

Asst. Vice President,
Listing Department,
National Stock Exchange of India,
"Exchange Plaza",
Bandra Kurla Complex, Bandra (East),
Mumbai - 400 051

Dear Sir,

Re: Press release

Please find attached herewith a copy of the Press release being issued by the company in respect launch of new products.

Kindly take the same on record and acknowledge receipt.

Thanking you,

Yours faithfully,
for Hero MotoCorp Ltd,

ILAM C. KAMBOJ**Asso. V.P. Legal & Company Secretary**

Encl: as above



HERO MOTOCORP USHERS IN FESTIVE SEASON WITH TWO NEW BIKES

LAUNCHES SPLENDOR PRO CLASSIC INDIA'S FIRST 100CC-CLASS BIKE WITH CAFÉ RACER STYLING & PASSION PRO TR FIRST 100CC-CLASS ON-ROAD-OFF-ROAD BIKE

New Delhi, October 8, 2014: In keeping with its commitment to bring innovative products for customers, **Hero MotoCorp**, the world's largest two-wheeler manufacturer, has rolled out the country's first 100cc-class motorcycle with café racer styling and the first 100cc-class on-road-off-road bike.

Heading into the festive season, these new offerings - **Splendor Pro Classic** and **Passion Pro TR** - will further generate excitement in the 100cc segment with youthful styling, performance and safety.

Splendor Pro Classic

The Splendor Pro Classic comes with an air-cooled 4 Stroke Single Cylinder OHC engine that delivers maximum power of 6.15 kW (8.36 Ps) @ 8000 rpm and maximum torque of 0.82 Kg-m (8.05 N-M) @ 5000 rpm.

It offers a distinct riding experience with its café racer styling, including classic single seat, vintage style café cowl, sporty handle bar, classic round headlight and tail light and classic round speedometer. All this comes with classic chrome parts, such as, the front and rear fenders, winkers, suspension cover and the round shape rear view mirrors.

Splendor Pro Classic is now available at all Hero dealerships across the country at attractive prices - Rs. 48,650/- (ex-showroom Delhi), Rs 50,833/- (ex-showroom Mumbai), Rs 49,588/- (ex-showroom Chennai), Rs 49,472/- (ex-showroom Kolkata) and Rs 49,438/- (ex-showroom Bengaluru). It is available in two classic color combinations – Solid Maroon and Carbon Black.

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Passion Pro TR

The Passion Pro TR offers an adventurous ride to young Indian bikers with its ability to take them off the conventional roads. It comes with an air-cooled, 4 Stroke Single Cylinder OHC engine that delivers maximum power of 7.7 bhp @ 7500 rpm and maximum torque 8 Nm @ 4500 rpm.

The Passion Pro TR offers an exciting off-pavement ride capacity with its new external features, that includes, sturdier handlebars with cross brace, high front fender with hugger, knee pad for better grip, headlight grill, hand guards for added protection, special tyre tread for better road grip, bash plate to shield engine, designer knuckle guard and fuel tank pads.

Adding extra punch to the styling are the graphics and new colours - Electric Red, Sports Red & Black with Sports Red.

Passion Pro TR is available at all Hero dealerships across the country at attractive prices - Rs. 51550/- (ex-showroom Delhi), Rs 54039/- (ex-showroom Mumbai), Rs 53018/- (ex-showroom Chennai), Rs 53514/- (ex-showroom Kolkata) and Rs 53143/- (ex-showroom Bengaluru).

Having kicked-off the festive season with record 6-lakh plus sales in September, Hero MotoCorp has lined-up a slew of new products, including refreshes and variants in the festive season.

For further information please contact:

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