

HMCL: PR-2/09 SECT: 16

September 26, 2016

Asst. Vice President,
Listing Department,
National Stock Exchange of India Ltd.,
Exchange Plaza,
Bandra Kurla Complex,
Bandra (E),
MUMBAI - 400 051.

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

Sub: Press Release.

Dear Sir,

Please find attached herewith a copy of the Press Release issued by the Company.

Kindly make a note of the same.

Thanking you.

for Hero MotoCorp Ltd.


(Neerja Sharma)
Company Secretary



Encl: As above.

Hero MotoCorp Ltd.

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HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J

HERO MOTOCORP AUGMENTS PREMIUM PORTFOLIO WITH THE NEXT-GEN 'ACHIEVER 150'

**SUPERIOR
TECHNOLOGY
WITH 'FIRST-IN-
CLASS'
INTRODUCTIONS**

- New BS IV Compliant Engine delivering best-in-class performance
- First 150cc motorcycle in India with revolutionary i3S technology and Automatic Headlamp On (AHO) feature

**ALL-NEW
'BOLD' DESIGN**

- Bold design to enhance 'on-road' appeal
- Array of new attractive features, adding to the premium-quotient of the bike

**BECOMES THE ONLY INDIAN TWO-WHEELER MANUFACTURER TO CROSS
70 MILLION CUMULATIVE PRODUCTION MARK**

**LAUNCHES 'LIMITED EDITION ACHIEVER 150' TO COMMEMORATE
THE 70 MILLION MILESTONE, IN THE 70TH YEAR OF INDIA'S INDEPENDENCE**

New Delhi, September 26, 2016

"The launch of the new next generation Achiever 150 is a reiteration of our strong focus on developing new, technologically superior and youthful products across segments for our customers in India and across the globe. As the dominant market leader in both 100cc & 125cc segments in the domestic market, we are now looking at expanding our presence in the premium segment as well and the New Achiever 150 is a move in that direction.

"Over the years, we have continuously reinvented ourselves with the changing times to set new global benchmarks and cross several milestones. The 70 million cumulative production is special because this has been possible due to our sustained leadership performance. This is a proud moment not just for us as a Company, but also for the entire nation, especially with the Prime Minister's focus on the 'Make in India' initiative. However, instead of resting on our laurels, we are now gearing up for the next Big Milestone of 100 Million cumulative production."

Pawan Munjal

Chairman, Managing Director & Chief Executive Officer, Hero MotoCorp Ltd.

Hero MotoCorp Ltd. (HMCL), the world's largest two-wheeler manufacturer, today launched the new Achiever 150, aiming to expand its presence in the premium segment.

The Achiever 150 makes a strong technology statement with the new BS-IV compliant engine that also features the Hero patented i3S technology. In addition to delivering best-in-class performance and fuel-efficiency, the new Achiever 150 comes with bold styling and offers premium riding experience. Packed with a host of design and utility elements, the new Achiever 150 exudes a strong 'on-road presence' which adds to the 'desirability' quotient.

The new Achiever 150 is competitively priced at **Rs. 62,800/-** (Ex-showroom Delhi) for the Disc variant and **Rs 61,800/-** (Ex-showroom Delhi) for the Drum variant.

The launch of the new Achiever 150 comes soon after the successful introduction of the Splendor iSmart 110 – Hero's first motorcycle to have been completely designed and developed by its own R&D team, based at the Centre of Innovation and Technology (CIT) in Jaipur.

The Company is already the dominant market leader in the 100cc and 125cc segments - with over 65% and 55% market share respectively in these segments.

Historic Milestone – Cumulative Production of 70 Million Two-Wheelers

Surpassing yet another significant milestone in its illustrious journey, Hero MotoCorp reached the unparalleled feat of producing 70-million two-wheelers, in the process becoming the only Indian two-wheeler Company to achieve this milestone.

This achievement is a testimony to the sustained and growing popularity of Hero's range of two-wheelers, not just in India but also across the globe.

Limited Edition Achiever 150

To commemorate the landmark 70 million cumulative production, which coincides with India's 70th year of Independence, Hero MotoCorp also launched a Limited Edition Achiever 150. Clad in the color of patriotism, only 70 units of the Limited Edition Achiever 150 will be available in the market.

The New Achiever 150

Designed for today's generation, the new Achiever 150 offers premium styling & bold design, combined with refined performance. The motorcycle is loaded with safety and utility features to offer an exceptional riding experience and premium comfort.

Engine

Powered by a BS-IV compliant 150cc TOD (Torque on Demand) engine, the new Achiever 150 motorcycle is a perfect amalgamation of power and performance. The air-cooled single cylinder, 4-stroke engine produces a maximum power output of 13.6 PS (10 kW) @ 8000 rpm and maximum torque of 12.8 Nm @ 5000 rpm.

In addition to the impressive performance, the new engine offers more power, torque and acceleration. The bike races from 0-60 km/h in five seconds only.

The new Achiever 150 also features the Hero patented i3S (Idle-stop-start system) technology that has been widely appreciated by customers. In addition to increasing the fuel efficiency, the intuitive i3S system is an important convenience feature in the urban stop-go traffic condition.

Design & Styling

The new Achiever 150 also makes an impactful style statement with its bold design. The new headlights & wipers, large visor, bulging fender and cowl with the new graphics add to the tough appeal of the motorcycle.

The new enlarged fuel tank with flush type lid, rear fairing, tail light, RR grip and muffler cover enhances the confident stance and premium-ness of the bike.

Adding to the style-quotient are the three exciting color schemes:

- **Panther Black Metallic-** Premium
- **Candy Blazing Red-** Vibrant and exciting
- **Ebony grey Metallic-** Elegant and classic

Convenience & Utility

In addition to the impressive design and style elements, the motorcycle is loaded with comfort and utility features, such as, New Analog Digital Speedometer with Side Stand Indicator, larger Fuel Tank and new Seat Profile & Texture.

The first-in-class Automatic Headlamp On (AHO) feature provides enhanced visibility and adds to the safety of the rider while riding under low-visibility conditions.

In addition to the uncompromised braking performance with its Disc braking system, the New Achiever 150 is also being offered with Drum brakes.

For more information:

Please visit: www.heromotocorp.com | FB: /HeroMotoCorpIndia | Twitter: @HeroMotoCorp

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