

HMCL: PR-2/07 SECT: 16

July 14, 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.

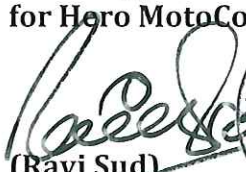
Sub: Press Release.

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.


(Ravi Sud)
Sr. Vice President & CFO



Encl: a/a.

Hero MotoCorp Ltd.

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**HERO MOTOCORP BEGINS A NEW ERA WITH THE
SPLENDOR iSMART 110 – THE FIRST MOTORCYCLE
COMPLETELY DESIGNED & DEVELOPED IN-HOUSE**

**SETS A BENCHMARK WITH COMPLETELY NEW
BS-IV COMPLIANT ENGINE**

**RIDING ON NEW FRAME AND DESIGN, THE BIKE
FEATURES HERO'S PIONEERING i3S TECHNOLOGY**

'TORQUE ON DEMAND' ENGINE

- ONLY BS IV COMPLIANT ENGINE IN THE CATEGORY
- OFFERS BEST-IN-CLASS FUEL EFFICIENCY, POWER, ACCELERATION

NEW CHASSIS WITH OPTIMIZED RIGIDITY AND STRENGTH

- MORE COMFORT ON ROUGH TERRAINS
- BETTER AGILITY IN TRAFFIC

AUTOMATIC HEADLAMP ON (AHO)

- GIVING THE BIKE A UNIQUE CHARACTER
- ADDS TO SAFETY AND CONVINIENCE

DISTINCT FEATURES

- LONGER SEAT FOR ADDITIONAL SPACE AND COMFORT
- NEW MUFFLER GIVING THE BIKE A CHARATERISTIC 'EXHAUST NOTE'

"With the launch of the all-new Splendor iSmart 110 today, we have achieved yet another significant milestone in our solo journey. This comes close on the heels of the successful launch of our first range of indigenously developed scooters last year. I can proudly state that Hero MotoCorp possesses a self-sufficient in-house capability to develop new products for our global customers – from Product Planning, R&D and Manufacturing to Sales and Marketing – indeed, the entire value chain!"

As the market leader in India and as a global organization, we constantly strive to lead the industry towards cost efficient and green technologies for a sustainable future. The new iSmart 110 is another example of our efforts, featuring a BS IV compliant engine along with the intuitive, fuel-efficient i3S technology. Coupled with our green manufacturing facilities, such products will enable us to achieve our sustainability goals.

With our ever-increasing global footprint, we are engaged in developing products that will bring to life engineering excellence that is made-in-India, for India and the world."

Pawan Munjal

Chairman, MD & CEO, Hero MotoCorp Ltd.

New Delhi, July 14, 2016

Hero MotoCorp Ltd. (HMCL), the world's largest two-wheeler manufacturer, today launched the new **Splendor iSmart 110** – the **first motorcycle to be developed completely in-house, with Hero's own technology**. Built on a completely new chassis and frame, the bike is powered by the new 110cc 'Torque on Demand' engine that also features Hero's patented i3S technology.

Entering the market within six months of being showcased at the 2016 Auto Expo, the high-tech and modern Splendor iSmart 110 is a category-defining motorcycle, offering best-in-class performance and fuel efficiency.

The bike is now available at all Hero dealerships across India, at a price of INR 53,300 (Ex-showroom Delhi), INR 53,100 (Ex-showroom Mumbai), INR 53,800 (Ex-showroom Bangalore), INR 53,700 (Ex-showroom Chennai), INR 54,200 (Ex-showroom Kolkata), INR 53,100 (Ex-showroom Pune), INR 54,100 (Ex-showroom Hyderabad).

Hero MotoCorp is already the dominant leader in the commuter motorcycle segment with over 65 per cent market share, thanks to the popular Splendor range, Passion and HF Deluxe brands. With the introduction of the new Splendor iSmart 110 in its portfolio, the company aims to further augment its undisputed leadership in the category.

A testament of Hero MotoCorp's focus on developing world-class products in India, the youthful and performance oriented new Splendor iSmart 110 is a result of the relentless efforts of Hero R&D team at the Hero Centre of Innovation and Technology (CIT) at Jaipur.

The New Splendor iSmart 110

Designed for today's smart generation, the stylish motorcycle is loaded with an array of safety, comfort and utility features which integrate seamlessly to make the riding experience convenient, hassle-free and enjoyable. The lean and contemporary look of the new bike, along with superior performance and mileage gives the bike a holistic and global appeal.

Engine

The new motorcycle draws its unmatched performance from the completely new **BS-IV** compliant **110cc TOD (Torque on Demand) engine**. The air-cooled single cylinder, 4-stroke engine produces a maximum power output of 9.4 PS @ 7500 rpm and maximum torque of 9 Nm @ 5500 rpm. Apart from the class leading power and performance, the new engine with low friction, optimized flow and combustion, offers more usable power and more acceleration across the range. The bike races from 0-60 km/h in 7.45 seconds only.

The Splendor iSmart 110 also features Hero's intuitive **i3S (Idle-stop-start system)**, a proven technology that has been widely appreciated by customers. The i3S system, apart from increasing fuel efficiency, is an important convenience feature in the urban stop-go traffic.

Chassis and Frame

The motorcycle rides on a **new frame** that offers improved durability, enhanced agility and conformable riding experience, even on rough terrains. With low Centre of Gravity, the bike offers superior balance. The optimized torsional rigidity, strength with synchronized suspension provides better cornering, high speed stability and planted feel on rough roads. The improved double cradle design of the bike allows improved chassis tyre suspension sync and better front-rear balance with no twitching.

Convenience

The ergonomic design of the bike allows for convenient and easy riding over long and rough terrains. The new profile **longer seat** offers more space and unmatched comfort over long rides. The new speedometer with a fresh Analog Digital design offers superior functional utility while **service due indicator** provides timely service reminders.

The first-in-class **Automatic Headlamp On (AHO)** feature gives the bike a unique character, provides enhanced visibility and adds to the safety of the rider while riding in low-visibility conditions.

Styling

The new styling translates into a Smart, Modern and Innovative image for the bike. The youthful design statement is continued with the seamless new graphics, dual tone mirrors, fenders and cowl. The new tail light and muffle with chrome tip give the bike a sleek look from the rear.

The new styling language of bike extends to its **enthusiastic 'exhaust note'** which is characteristic of a refined 4-stroke engine.

Adding to the style quotient are the four exciting color schemes – **Silver & Black, Red & Black, Blue & Black and Sports Red.**

For more information:

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

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