



HMCL:ICK:11/14A:SECT:15

June 16, 2015

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,

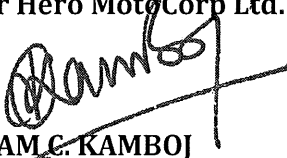
Re: Press release

Please find attached herewith a copy of the Press release being issued by the company.

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

Email ID: secretarialho@heromotocorp.com

Hero MotoCorp Ltd.

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HeroMotoCorp.com CIN: L35911DL1984PLC017354



HERO MOTOCORP FURTHER AUGMENTS PRODUCT RANGE WITH THE LAUNCH OF NEW PASSION PRO

NEW PASSION PRO, WITH MORE POWERFUL ENGINE, ENHANCED MILEAGE & ATTRACTIVE STYLING, COMES AT RS 47,850/- (EX-SHOWROOM DELHI)

New Delhi, June 16, 2015: Further bolstering its robust portfolio of winning products, Hero MotoCorp, the world's largest two-wheeler manufacturer, today launched the stylish and more powerful new Passion Pro bike.

One of the most popular motorcycle brands in the country with over a million units in annual sales, Passion has captured the imagination of customers for over a decade. A stylish bike from its inception, Passion has reinvented itself with changing times and now comes with more powerful engine, enhanced fuel efficiency and greater style quotient, to go with the legendary Hero reliability.

Engine

Powered by a 97.2 CC APDV engine, the new Passion Pro delivers an exciting power output of 6.15 kW @ 8000 rpm and maximum torque of 8.05 Nm @ 5000 rpm.

Safety & Convenience

The new bike features a Flush Type fuel tank cap which adds to the convenience, provides greater safety and enhanced looks. The fuel tank has capacity of 13.5 liters. With the 240 mm front disc brakes, the bike is designed for plenty of brake power to make the ride even safer, while clear indicators and new tail light increases rider safety through enhanced visibility.

Salient features

The new Passion Pro comes with power start, front side cowl and digital-analog combo meter, improving the visibility of the instrument cluster. The bike will offer eight exciting colors to choose from – Black Sports Red, Black Heavy Grey, Black Frost Blue, Sports Red, Force Silver, Bronze yellow and two completely new colors – Matte Brown and Majestic White.

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The new Passion Pro is now available at all Hero dealerships across the country. It is available at Rs 50057/- (ex-showroom Mumbai), Rs 49250/- (ex-showroom Chennai), Rs 49819/- (ex-showroom Kolkata) and Rs 49450 /- (ex-showroom Bangalore).

www.heromotocorp.com

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