

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

January 29, 2014

Fax/Email/Courier

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

Dear Sir,

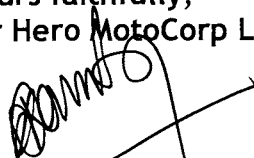
Re: Press Release

Please find attached herewith a copy of the Press release 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

HERO MOTOCORP HERALDS A NEW ERA OF TECHNOLOGY LEADERSHIP

OPENS UP NEW FRONTIERS WITH A SLEW OF GAME-
CHANGING TWO-WHEELERS ACROSS-THE-SPECTRUM

- HX250R: THE ALL NEW 250CC MEAN MACHINE
- RNT: THE BREAKTHROUGH LIQUID-COOLED TURBO-CHARGED DIESEL CONCEPT BIKE
- LEAP: INDIA'S FIRST SERIES HYBRID SCOOTER
- DASH: FLAMBOYANT 110CC SCOOTER

New Delhi, January 29, 2014

Pawan Munjal

**Managing Director & Chief Executive Officer
Hero MotoCorp Ltd.**



"This is the dawn of a new era, indeed a significant milestone in the exciting journey that we set out on a little over two years ago. We had then promised to bring a range of all-new products and innovations that will unlock a New Age of technologically superior and youth-focused two-wheelers. Today, we are living up to that commitment by unveiling the first of our own product range on completely new platforms, developed by our diversified pool of human talent with the power of game-changing breakthrough technologies, intellectual creativity and innovations."

"This is indeed yet another example of the India Story - the successful pursuit of our engineers to scale new technology frontiers on their own and leverage the best of technologies available around the world to make superior products which will cater to different geographies around the globe. And still, what we are showcasing here today is just a glimpse of the range of products that we are developing. There's more to come - a slew of products, including new Concepts which you will get to see at the Delhi Motor Show in February."

HX250R - The ALL-NEW 250-cc Sports Bike

Featuring a slim agile seating position, high-tech engine and world class sport chassis, the Hero HX250R has all the attributes to deliver the perfect light weight sports bike experience. With its high performance liquid-cooled balanced engine and advanced multi-sensor electronic fuelling, the HX250R can deliver best-in-class performance, while also being refined and fuel efficient around town. Surely, this new motorcycle comes packaged to delight every passionate sporting rider.

An aerodynamic styling, six-speed transmission and lightweight mass centralized chassis make the HX250R incredibly responsive in all riding conditions. The geodesic tubular chassis integrates the engine as a stressed member, and allows full control of its modern 17" sports bike wheels and tires. The entire package results in spectacularly good handling and stability for riders of every skill level.

When it's time to stop the riding fun, you can trust the linked brake system featuring powerful Brembo design hydraulic callipers gripping the 300 mm front and 220mm rear brake rotors.

For the discerning riders, the HX250R also comes with an optional latest ABS technology.

(For specifications, please refer to the annexure)

RNT – THE BREAKTHROUGH DIESEL CONCEPT BIKE

RNT is the proof that handsome and hard-working can really go together. We know many motorcyclists need capacity and power to haul heavier loads, but they also want to be comfortable, fuel-efficient and stylish. When no solutions exist, well that's the kind of challenge that we love to take on.

Presenting the striking new Concept of RNT! The wide flat loading surfaces with strap bars, as well as multi-use folding side racks, a large comfortable seat and spacious footboards are the new looks never seen on a motorcycle before!

Under the surface, there is just as much that is new, exciting and practical. Power comes from a high torque 150cc diesel, with optional turbocharger, so the RNT can muster all roads fully loaded.

The RNT also has options galore. First of all, you can add an accessory oversize generator which along with the diesel engine allows you to deliver extra electrical power for work (or play) at a remote site. The optional removable LED lamp in front of the dash can be unclipped and re-aimed to light up wherever you are, so you can carry on into the night.

That's not all...there's even more! Another option is a hub electric motor in the front wheel which is powered by an electric battery pack, to give the rider a unique two-wheel drive option for the toughest world conditions and also the possibility to shut off the rear drive and move to the city on electric power front-wheel-drive only.

And with this unique design, even more optional accessories will be available. Hero RNT shows there's a whole new future waiting for the rider and it's not a fantasy, it's about the reality of life - delivering real utility and fun for our customers that we can and will do.

LEAP - INDIA'S FIRST ELECTRIC-SERIAL-HYBRID SCOOTER

Leap, the first electric-serial-hybrid scooter from India, returns in its pre-production form. It has been designed keeping in mind Hero's global markets.

When the Hero Leap first appeared as a prototype at the 2012 Auto Expo, it seemed a vehicle from the distant future.

But here we are...well along the path of putting the future into your hands.

Powered by lithium-ion batteries and an 8kW electric traction motor, the Leap eliminates the limited range of an electric vehicle by incorporating "range extender – on-board generator set" powered by an extremely efficient all new 124cc engine. Normally, the Leap would be recharged by plugging into a wall outlet, but if that isn't available, the 3-liter fuel tank and the range extender of the Leap gives it four times the range of batteries alone, and the petrol of course can be quickly refilled.

With its sleek aerodynamic styling and all-LED lighting system, this scooter makes a strong statement of Hero's technical innovation, and how far the company will go for a greener future.

The Permanent magnet AC (PMAC) traction motor that powers the Leap spins out maximum torque of more than 60nm from a standstill, so this advanced scooter requires neither a clutch nor a transmission. Final drive is by the high-technology toothed belt that lives cleanly in the swing-arm, designed to last the life of the vehicle. Top speed of the Leap is 100 kph when running with the range extender, and its near-silent acceleration in full electric operation is better than that of many gasoline scooters.

For braking, the Leap smoothly and quickly slows with its powerful Brembo two-piston front 240 mm disc brake.

DASH - THE ALL-NEW FLAMBOYANT 110-CC SCOOTER

With the all-new 110-cc Dash, HMCL expects to further enhance its presence and consolidate its position in the scooter segment. The 110-cc Dash comes with a Forced Air Cooled, 4 Stroke Cylinder OHC Engine. Dash is loaded with new utility features that includes side stand indicator, USB mobile charger, service due indicator, boot light, among others. Dash also brings some unique features such as Key with E-Code, Fuel Lid opening by Key and Dual Moulding Key. Analogue digital meter and LED tail light are added attractions.

Bringing added excitement to the remarkable product line-up, Hero MotoCorp also unveiled the new sports edition of 150-cc 'Xtreme'.

The All-New 150-cc 'Xtreme' – Sports Edition

The sportier variant of 'Hero Xtreme' is powered by a 150cc air-cooled, 4-stroke single cylinder OHC, producing 12.80 Nm @ 6500 rpm. The Xtreme - Sports Edition comes in two variants – the Self Front Disc / Rear Disc and the Self / Front Disc / Rear Drum. The sportier Xtreme comes in five exciting body color options – NH1 Black, Sports Red, Digital Silver Metallic, Black-Sports Red and Abraxas Inferno Orange. Increasing the sporty bike's style quotient are host of external features, such as a wider rear tyre, new handle bar, headlight with LED position light, wipers, speedometer with side stand indicator, split-type seats, new front and rear fenders. New racy graphics give the desired styling to the motorcycle.

The displayed names of the products are "Project codes". The final names of the models may be different and will be announced at the time of their launch.

Press Contacts:

Weber Shandwick
Amit Gundh | Mansi Molasi
+91 9871100980 | 9650215869
agundh@webershandwick.com | mmolasi@webershandwick.com