

October 13, 2021

Asst. Vice President, Listing Deptt.,
National Stock Exchange of India Ltd.
Exchange Plaza, Plot C-1, Block G,
Bandra Kurla Complex,
Bandra (E),
MUMBAI - 400 051
Scrip Code: HEROMOTOCO

The Secretary,
BSE Limited
25th Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI - 400 001
Scrip Code: 500182

Sub: Press Release

Dear Sirs,

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

Kindly place the same on your records.

Thanking you,

For Hero MotoCorp Limited



(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl: As above

Press Release

New Delhi, October 13, 2021

HERO MOTOCORP ADDS CHEER TO THE FESTIVE SEASON WITH EXCITING RETAIL FINANCE SCHEMES

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, has introduced a range of new and exciting retail finance schemes for customers.

Adding cheer to the ongoing festive season, the company is making numerous finance offers available to customers through a wide range of partners.

The **innovative financial products** such as No-Hypothecation, No cost EMIs, and Cash EMI (loan without a bank account), ensure that customers can bring home their preferred Hero MotoCorp product hassle-free. Along with Hero FinCorp, it has also introduced **segment-first** schemes such as **Kisan EMI** and **Balloon EMI**. These schemes provide tailor-made solutions for farm-income-based customers as well as customers with seasonal incomes.

Through **easy options** and **customized schemes**, Hero MotoCorp is ensuring that almost all customer segments in the country have access to convenient finance and purchasing power. Thus, empowering them and boosting the economy in the process.

Additionally, Hero MotoCorp has introduced attractive schemes such as **Aadhaar based funding, low down payment** starting from Rs. 6,999/-, **low interest rate** of 5.55% and **long tenure** loans of up to 48 months. Customers can also avail of instant monetary benefits by using credit and debit cards of select banks like SBI and ICICI.

Providing customers with the **power to choose**, Hero MotoCorp has tied up with multiple nationalized banks, private banks and Non-banking financial corporations (NBFCs), including HDFC Bank, IndusInd Bank, Shriram City Union Finance, HDB Financial Services, IDFC First Bank, and Wheels EMI.

Customers can visit their nearest Hero MotoCorp outlet for more information.

For more information:

www.heromotocorp.com | FB: HeroMotoCorpIndia | Twitter: @HeroMotoCorp | IG: HeroMotoCorp

Press Contact:

corporate.communication@heromotocorp.com