



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

September 29, 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,

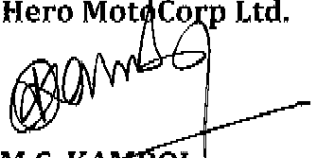
Re: Press release

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

Hero MotoCorp Ltd.

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HERO MOTOCORP RIDES INTO THE FUTURE WITH TWO NEW SCOOTERS - 'MAESTRO EDGE' AND 'DUET'

New Delhi, September 29, 2015

"With the unveiling of the Duet and Maestro Edge today, Hero has entered into the next phase of its exciting journey. It is a step towards the evolution of this iconic brand that has, for many years, personified reliability and efficiency. The introduction of Maestro Edge and Duet - developed in-house with our own technology while keeping the global customer in mind - is a significant milestone in our relentless endeavour to become a global mobility powerhouse."

"These new products are a testimony to our ongoing efforts to create a world class R&D eco-system that will create products from India, for the world. These products, therefore, are not just about Hero - they also represent the New India with its engineering and innovation capabilities! As a world leading two-wheeler manufacturer, we are attuned to what customers most desire, and have thus developed products that will instantly appeal to them. Embodying Hero's core values, the Maestro Edge and Duet also incorporate all the prerequisites of a champion product, which will enable us to continue with our success story in this highly competitive market. This is just the beginning; we are developing a vibrant range of products, including motorcycles and scooters, that will excite and engage our customers in all our markets."

Pawan Munjal

Chairman, Managing Director and CEO

Hero MotoCorp Ltd.

Built on a completely new engine and chassis platform, both '**Maestro Edge**' and '**Duet**' demonstrate the passion for technology and innovation at Hero. The scooters are making market entry within two years of being showcased at the 2014 Delhi Auto Expo, further reaffirming the company's strong focus on developing new products that cater to a global audience.

The all-new 110cc Maestro Edge is a premium product making a bold statement with its dynamic design and features. The Maestro Edge boasts of several new features like twin parking lamp, remote fuel lid and seat opening and digi-analogue dashboard. The 'Maestro Edge' made its global debut recently in Colombia (named Dash for that market), during the inauguration of Hero's first overseas manufacturing facility.

The all-new attractive 110cc Duet comes with a metal body, making it sturdy and durable. Designed for a wide spectrum of customers, its array of features provides the rider with convenience like never before for a great riding experience.

Both scooters feature multiple safety and convenience features including the side stand indicator, front luggage box, boot light and throttle position sensor (TPS).

The Maestro Edge will be launched across markets on October 13th with a starting price of Rs. 49,500 (Ex-showroom Delhi) for the LX version and Rs. 50,700 (Ex-showroom Delhi) for the VX version. The market launch of the Duet will follow thereafter.

The largest seller in its segment, Hero's 100cc *Pleasure*, designed and uniquely positioned for women and the 110cc *Maestro* – consistently among the top three scooters in India, are well established in the scooter segment and the company emerged as the largest exporter of scooters in the financial year 2014-15. HMCL's current scooter capacity is over one million units, and with the introduction of the new scooter models in the portfolio, the company will be aggressively targeting to gain market share in the category.

The exciting new scooter range is an output of HMCL's efforts to create a robust technology ecosystem for developing world-class products here in India. With the commencement of operations at the Hero Centre of Global Innovation and R&D at Jaipur in Rajasthan by Q3 FY'16, the company is looking at fast-tracking the development of its innovation-led portfolio. The centre will house globally-renowned experts who will be engaged in the development of Hero's future product line-up.

Product Features

HERO MAESTRO EDGE BOLD AND EDGY NEW 110CC SCOOTER

The all-new Hero Maestro Edge, offers optimum performance with a 110-cc air-cooled, 4-stroke single cylinder OHC engine, producing a maximum power output of 8.31 BHP @8000 RPM and maximum torque of 8.3 Nm @ 6500 RPM. The scooter also provides a fuel efficiency of 65.8 km/litre.

The premium scooter comes with unique features, such as Key with E-Code, Mobile Charging Port, Remote Seat Opening, Remote fuel-lid opening, Pass Switch, Service Due Indicator, Side Stand Indicator and Twin Parking Lamps.

Making a bold style-statement, Hero Maestro comes with a host of attractive elements, such as Digital Analogue Meter Console, Boot Light, External fuel filling, European Switches with easily-serviceable covers, high-quality front winker & LED tail light, contemporary front and under seat luggage hooks, stylish titanium muffler cover & protector and stylish alloy wheels.

Integrated Braking System, Telescopic Front Suspension and bigger 12 inch front wheels offer riding comfort and improved stability.

Hero Maestro Edge comes in seven exciting colors – Pearl Silver White, Panther Black, Shooting Night Star, Candy Blazing Red, Techno Blue, Matte Vernier Grey and Matte Blue.

The scooter is available in two variants – VX and LX.

HERO DUET ALL-NEW 110CC METAL BODY SCOOTER

The Hero Duet delivers an impressive performance with a 110-cc air-cooled, 4-stroke single cylinder OHC engine, producing a maximum power output of 8.31 BHP @8000 RPM and maximum torque of 8.3 Nm @ 6500 RPM. The Duet offers an impressive mileage of 63.8 km/litre to match the impressive performance.

The Hero Duet comes with a metal body that makes it sturdy and durable. The Integrated Braking System – *a two-wheeler technology developed and patented by HMCL* - coupled with Telescopic Front Suspension offers riding comfort and improved stability.

The classy scooter comes loaded with a host of convenience features – Under-Seat Mobile Charging Port, Remote Seat Opening, Remote Fuel-lid Opening, Pass Switch, Service Due Indicator, Side Stand Indicator and Twin Parking Lamps.

External fuel filling and Boot-light in the glove box are additional important utility features.

The exciting six color portfolio further adds to the glamour quotient – Candy Blazing Red, Pearl Silver White, Grace Grey, Matte Nature Green, Panther Black and Vernier Grey (Non-metallic)

Hero Duet is available in two variants – VX and LX.

For more information, please visit: www.heromotocorp.com | FB: /HeroMotoCorpIndia | Twitter: @HeroMotoCorp
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