

HMCL: PR-2/11 SECT: 16

November 10, 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 a copy of the Press Release being issued by the Company.

Kindly take the same on record.

Thanking you.

for Hero MotoCorp Ltd.


(Neerja Sharma)
Company Secretary



Encl: a/a.

Hero MotoCorp Ltd.

Regd. Office: 34, Community Centre, Basant Lok, Vasant Vihar, New Delhi-110057, India
Tel. +91-11-26142451, 46044100, Fax +91-11-26143321, 26143198
HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J



Milan (Italy), November 10, 2016:

HERO MOTOCORP UNVEILS NEW DAWN 125 MOTORCYCLE AT EICMA 2016 IN MILAN

NEW BIKE SPECIALLY DESIGNED & DEVELOPED FOR AFRICA MARKET

Hero MotoCorp, the world's largest two-wheeler manufacturer, has showcased the Dawn 125 motorcycle at the ongoing EICMA Motorcycle show in Milan. **The new motorcycle was unveiled at EICMA by Mr. Pawan Munjal, Chairman, Managing Director & Chief Executive Officer, Hero MotoCorp.**

As part of Hero MotoCorp's market-specific product strategy, the Dawn 125 motorcycle has been developed specifically for the Africa region. The Dawn 125 is a durable product aimed mainly at the commercial segment in the Africa markets. The bike focuses on utility requirements of customers like strength, durability and fuel efficiency.

The Dawn 125 leverages Hero's superior fuel efficient technology to provide the riders better savings per ride. The big and round headlights offer improved visibility and metallic front fender provides improved strength. Providing utmost comfort to the rider and the pillion are elongated seat, wide rear carrier and extended footrests. The motorcycle is powered by an air-cooled, 4 Stroke, OHC Single Cylinder engine that delivers maximum power of 6.72 kW (9 BHP) @ 7000 rpm and maximum torque of 10.35 Nm @ 4000 rpm.

The motorcycle is available at dealerships across major African markets, including, Kenya, Uganda, Ethiopia, Tanzania and Mozambique among others.

For more information:

Please visit: www.heromotocorp.com | FB: [/HeroMotoCorpIndia](https://www.facebook.com/HeroMotoCorpIndia) | Twitter: [@HeroMotoCorp](https://twitter.com/HeroMotoCorp)

Press Contact:

corporate.communication@heromotocorp.com

Weber Shandwick – India

Mansi Molasi +91 9650215869

mmolasi@webershandwick.com