

January 23, 2024

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: Presentation – Analyst / investor meet

Dear Sirs,

In continuation to our letter dated January 16, 2024 wherein we informed about the schedule of analyst / investor meetings, please find attached the presentation in respect of said meeting.

Kindly take the same on your records.

Thanking you,

For Hero MotoCorp Limited

Dhiraj Kapoor
Company Secretary & Compliance Officer

Hero MotoCorp Ltd.

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Investor interaction

23rd January 2024



Safe harbor plan

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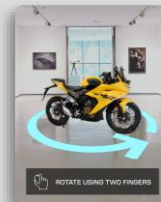
This presentation contains non – GAAP financial information, which the management of HMCL believes is valuable in understanding the performance of HMCL. However, non GAAP information is not uniformly defined by all companies and therefore it may not be comparable with similarly titled measures disclosed by other companies, including those in the same industry as HMCL. Although these measures are important in assessment and management of the business of HMCL, they should not be viewed in isolation or as replacement for, but rather as complementary to, the comparable GAAP measures.

Recap: 2023

Multiple New Launches



Elevated Customer Experience



Financial Performance

Festive: Highest ever sales



EBITDA Margin

14.1%

Increase in market Cap

80%

PAM Revenue

₹ 5,000 Cr

Footnote: EBITDA Margin for Q2FY24, PAM (Parts, Accessories, and Merchandise) revenue for FY23, Market cap gain from 1st Apr 23-19th Jan 2024



Be the Future of Mobility

Create | Collaborate | Inspire

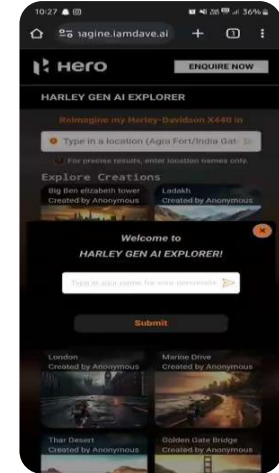
Focus on 3 key aspects, today



Win in Premium



Build EV Leadership



Being Digital

Win in Premium – Product, Experience & Brand



PRODUCT

1. PREMIUM PORTFOLIO



Karizma XMR H-D X440 MAVRICK 440

2. PREMIUMIZING THE CORE



125R

EXPERIENCE

1. NEXT GEN SALES EXPERIENCE



2. SERVICE EXPERIENCE

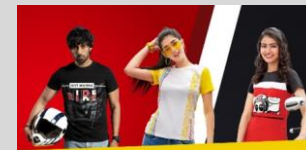


BRAND

1. BUILDING BRANDS, CULTURE



2. BIKING MERCHANDISE

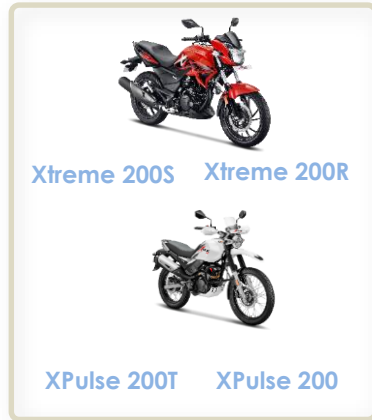


Premiumization of the portfolio

Hero World 2024 7 Models

2027E

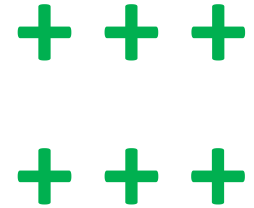
Hero World 2020 4 Models



Sports, Adventure



Sports, Adventure, Roadster



Sports, Adventure,
Naked, Roadster,
Commuter

Differentiated products + multiple industry firsts



Xtreme 125R



Single Channel ABS



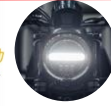
Full LED Package



Widest Rear tyre
(120/80)



HD X440



Class-D LED Projector
lights with Auto Illumination



USD Suspension



TFT Speedometer



Karizma 210



Power 25.5 PS



Torque 20.4 Nm



Class-D LED Projector lights with
Auto Illumination



Mavrick 440



440cc 'TorqX' Long Stroke Engine



High Low-end Torque
36 Nm @ 4000 rpm



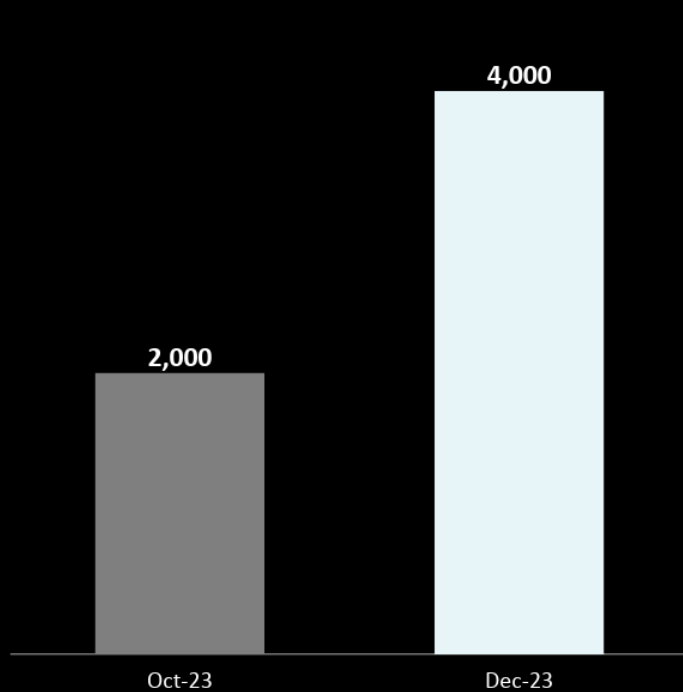
Class-D LED Projector lights
with Auto Illumination



Harley Davidson X440 has gained market share



Monthly volumes



Supply chain augmentation under way

Phase 1 → 10K/month units for 440cc models and Karizma

Win in premium with the legend, Karizma



Launch event: The biggest yet



Peak Viewers:
26,268

Live Views:
3.2 Lakh

12X Uplift in
search

Trended on
Google Search



13,600

Bookings

1,500 +

Delivered

A launch with many firsts



Next-Gen UX

1.3 Mn
website visits



Next-gen social
conversation

137k
conversations
(90% +ve)



Hyperlocal across
100% dealers

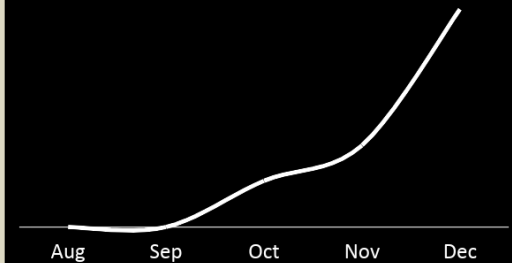
25k+ enquiries
generated



Data driven multi-
channel marketing

30k+ enquiries
generated

Karizma monthly retail trend



MAVRICK

440



440CC OIL-COOLED ENGINE

MAX TORQUE OF 36 Nm

@4000 rpm



6 SPEED TRANSMISSION
POWERFUL EXHAUST THUMP



ALL LED LIGHTINGS



THICK FRONT

FORKS: 43 MM



CONNECTED

WITH 36+ FEATURES



WIDE FRONT TYRE

110MM

WIDE REAR TYRE



Modern Roadster



XTRME 125R



BEST IN CLASS RIDEABILITY
STEEL DIAMOND FRAME,
SHOWA SUSPENSION



ALL NEW SPRINT EBT ENGINE
POWER 11 BHP @7500 RPM
TORQUE 10.4 Nm @ 6000 RPM



ALL LED LIGHTINGS



FIRST IN SEGMENT
SINGLE CHANNEL ABS



WIDER TYRES 120/80-17



“Premiumizing” the Core



+25% contribution
from **XTEC** Range



23% CONTRIBUTION TO MIX



16% CONTRIBUTION TO MIX



34% CONTRIBUTION TO MIX



59% CONTRIBUTION TO MIX

Introducing Hero PREMIA



FOUR "NEED BASED" ZONING

PHYGITAL EXPERIENCE



Large lit branding



Adventure as core theme



Delivery from "inside the showroom"



Merchandise for every zone

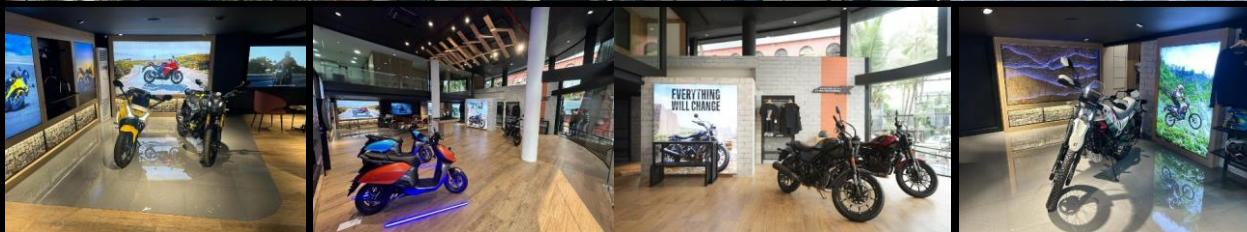
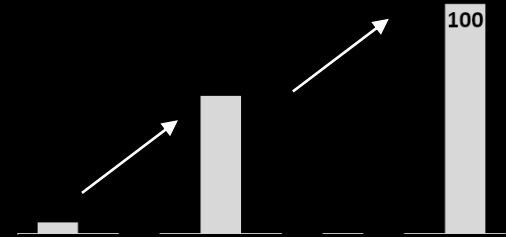


Hero PREMIA: 3 stores live → 100 by Jun-24 E



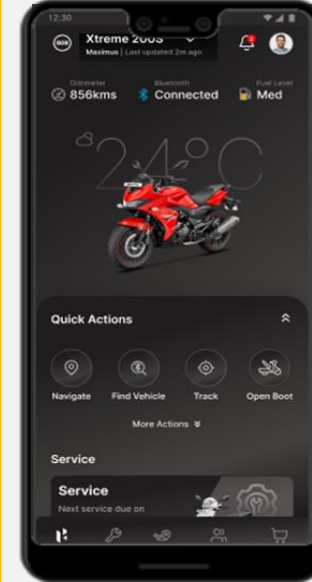
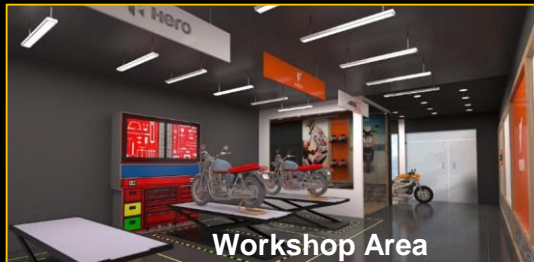
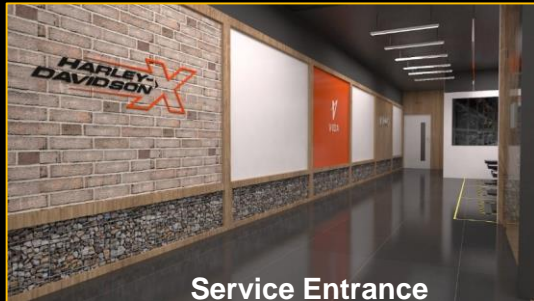
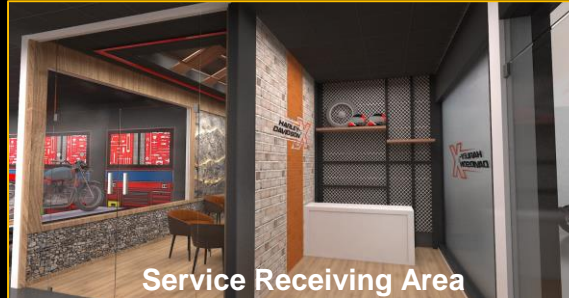
3 stores live

100 by Jun-24



- ✓ Grounds-up fresh stores
- ✓ Store in a store concept
- ✓ Virtual exp. – configurator
- ✓ Tech based product exp.

PREMIA Service (3 locations active by Jan-24)



DIGITAL FIRST

- Digital Owner's Manual*
- Customized Vehicle information*
- Personalized Notification*
- Community Forum*
- Service Cost Calculator*
- Cost and time variance approval*
- Vehicle Stages update*
- Service Bill payment*
- Feedback*
- Hello Hero*

**IOS Based Service
Job card Interface**

**App interface for
Moto Expert**

**Digital Payment Solution
- One stop**

HERO 2.0 | ~300 Stores launched → 400 by Mar-24E



ELECTRIC



COLOR PALETTE



ACC. | MERCH. WALL



CONFIGURATOR



LARGE SCREEN

Building rally and racing culture



HIGHEST EVER
50+ XDRAGS in FY24

Hero
- THE FASTEST* 160CC -
XTRIME 4V 160R
EVERY DRAGSTER'S DREAM

Hero
XTRACKS
TIME TRIAL
BENGALURU
Energy Drink Partner: MONSTER
Lubricant Partner: Xotic+
7TH JANUARY, 2024
HIGHEST EVER
30+ XTRACKS in FY24

Hero
RACE THE LIMITS
1ST INDIAN MANUFACTURER TO SPONSOR DAKAR RALLY

Comprehensive Premium transformation underway

Product &
Portfolio

Brand association
& creation: Harley
Davidson, Mavrick,
Xpulse, Xtreme

In-store
Experience Premia,
Hero 2.0

Digital First

Competitive
positioning



**BUILDING
EV LEADERSHIP**

Aspirational, Affordable, Accessible: Emerging mobility

Drivers for Emerging Mobility Business

1. Aspirational, Connected vehicle

Industry first features

2. Affordable new variants

Scooters and Motorcycles in the pipeline

3. Accessible expansion

100 cities and 150 dealers in FY24

4. Charging Infra
VIDA+ATHER: 100+ cities,
1,900+ points

5. Capability building

Fully loaded, best in class competitive price



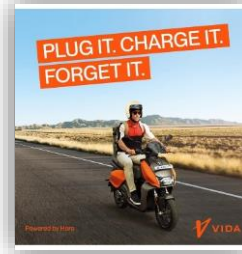
1. Unmatched performance

- Top speed 80Kmph
- Acceleration 0-40kmph in 3.2 sec
- 100+ riding modes
- 20 degree incline

2. Removable batteries

- 2 removable batteries enabling charging anywhere anytime

3. Real world range (RWR) of 110km



4. Built to Last



The most distance on an EV scooter in 24 hours

Aspirational brand, with industry leading features



LED & Projected Headlamps

Ergonomic Display & Console



Cruise Control

DIY Customisable Seating
For expandable storage and style



BootSpace

26L to hold all your belongings



Two-Way Intelligent Throttle
Regen and Reverse

20°

Gradability
Power of 25Nm Torque

Three ways of charging

Charge at home, in parking, or in public



Removable Batteries
0-80% in 5hr 55mins



Portable Charger
0-80% in 5hr 55mins



DC Fast Charging
1.2km/min upto 80%

Connected features, vehicle control, user experience



Navigation



Trip
Analysis



OTA
Updates



Remote
charge
monitoring



Keyless
unlock



Geo-fencing



Track my
bike



Ping my bike



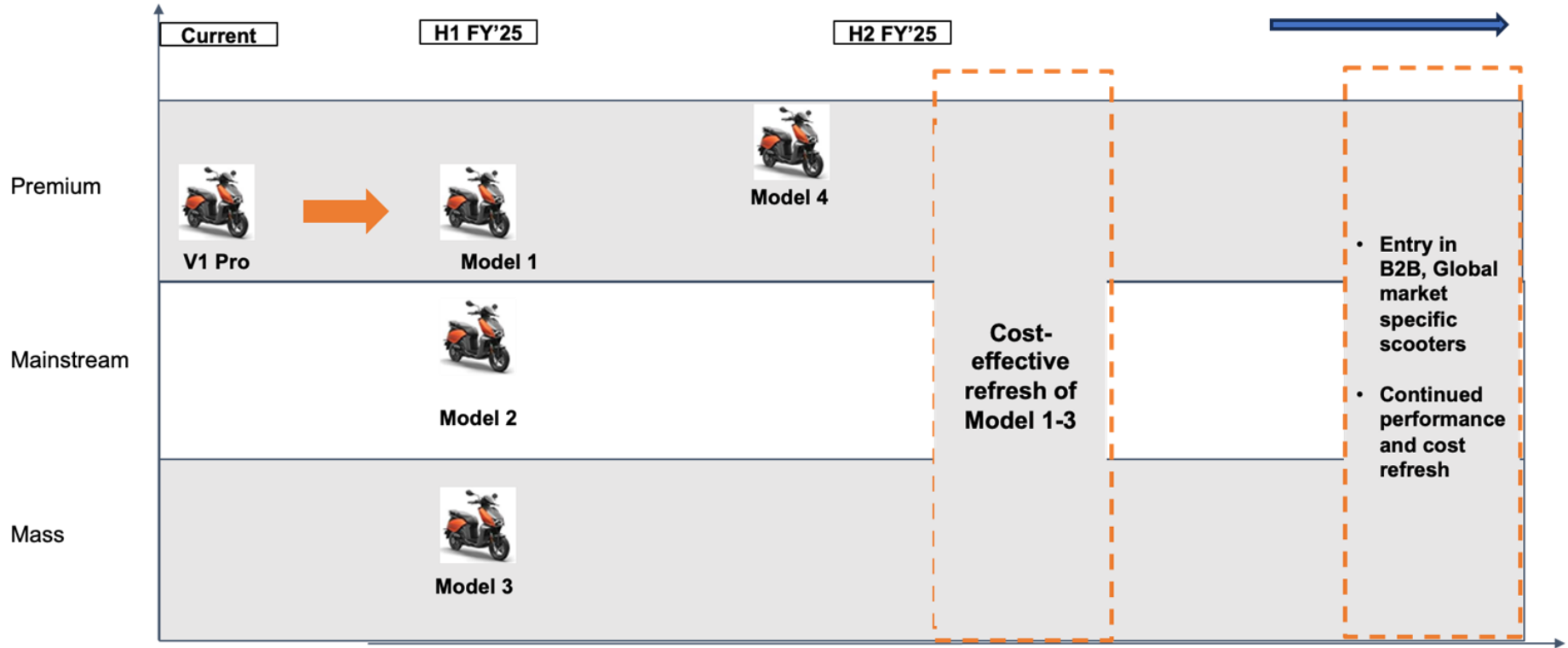
Theft &
accident
alert



24-hour RSA

A fully connected
vehicle, with
feature list to
enhance the user
experience

VIDA Scooter Portfolio expansion

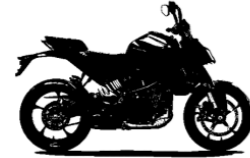


VIDA MotorCycle Portfolio Under Development

Performance



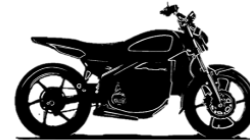
Premium



Mid Premium



Mid



FY 26 and Beyond

Building Partnerships

Platform delivering 4 offerings



Phase 1:
High Performance

Phase 2:
Mid-high performance

Format 1



Format 2



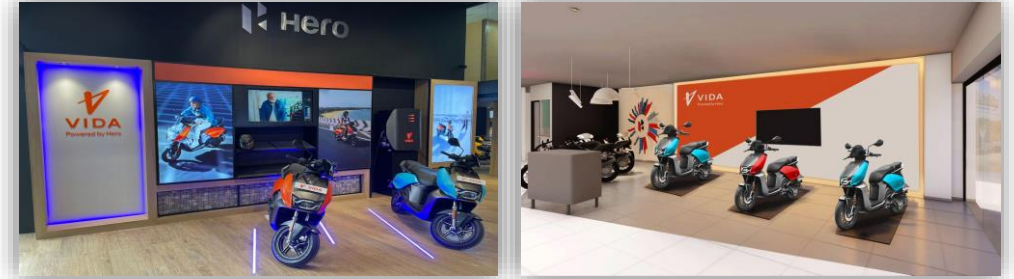
- Completed \$60Mn investment in March '23
- Single base platform will be developed which will be used to develop at least 4 offerings

Accessible across 100 cities, 150 dealerships

VIDA Hub, Experience centers



Leveraging Hero's distribution: Premia, Hero 2.0



Expanding VIDA Hubs across key EV cities, in FY 24

Premia stores retailing VIDA & Hero 2.0 have VI integration

Largest charging network in the country for 2w



100+ Cities


850+ Stations

2,000+ Charging points

Nationally accepted standards

**City Location used only for illustration purpose. Actuals may vary*

 Vida Network

 Ather Grid

 Hero

EV Capability Building to be Future-ready

Build best in class aspirational product portfolio

Leverage Hero's scale-expand scooter portfolio across premium & affordable segments, drive penetration

Expand network, accessible through VIDA Hubs and Hero dealerships

Leverage existing ICE cost structure advantage for EV components

Set up the largest charging infrastructure in India with national standard connector

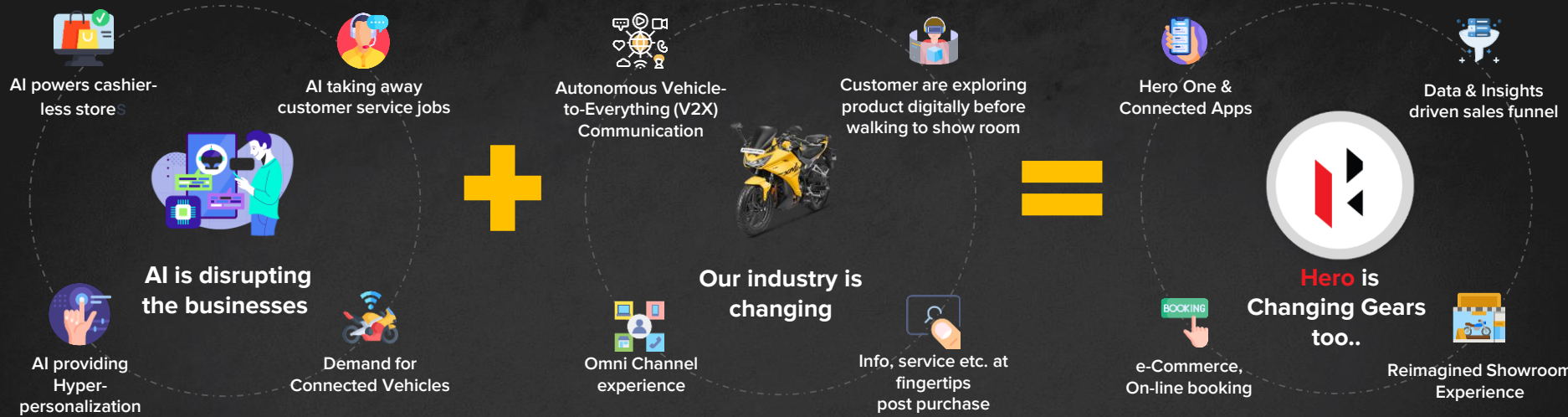
Develop exciting form-factors with EVs targeting newer segments - Acro and Lynx

Hero Digital

Doing Digital to Being Digital



Why Digital & AI?



Hero is moving from doing digital to being digital



Moving from push to pull model powered by Digital (for premium)



Providing an end to end Customer Experience



Connected Vehicle & Platforms



Moving from just enabler to be the business itself



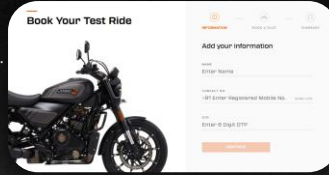
Be the Future of Mobility

Create | Collaborate | Inspire

Re-imagined Customer Journey – Pre-booking & Booking



Personalized contextual journeys

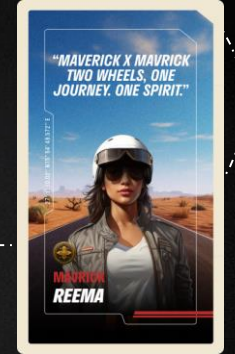


Test ride booking

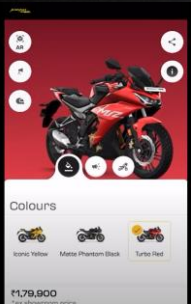


Unique experiences- experience engine sound for HD

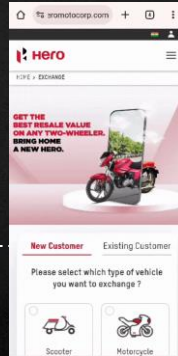
Hyperlocal campaigns



Our pre-launch is creating curiosity



AR=VR driven 360 Degree configurator



AI enabled 2W exchange valuation



Booking for Premia



Our Campaigns getting powered by Data & AI

Data pooled in from multiple data sources



~84 k

Enquiries Generated through campaigns

4 Cr

Customer profiles are available

6

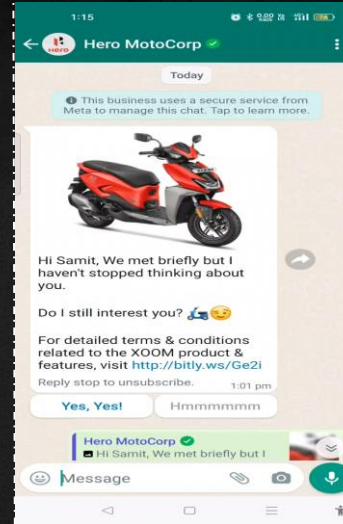
AI models are delivered for customer targeting

8

Major data sources are ingested

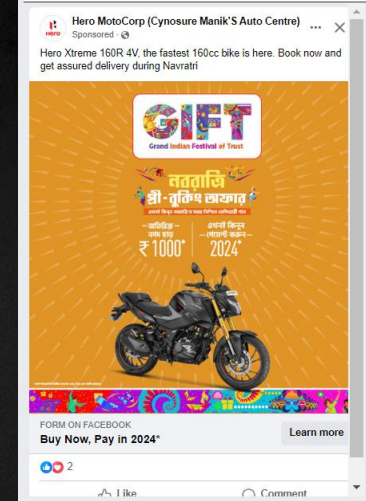
Marketing data workbench

Our unique property - leveraging our existing customer base



Digital Campaign

Via Conversation AI



Hyperlocal near me campaigns are AI enabled and empowering our dealership

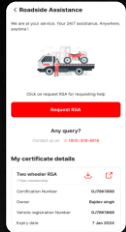


One App - Post Purchase Companion

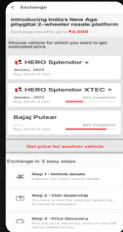
Standout to Excite | Connect | Attract



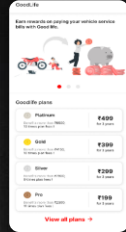
Premia theme



RSA

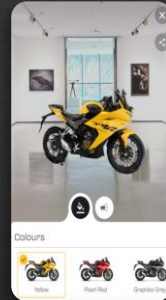
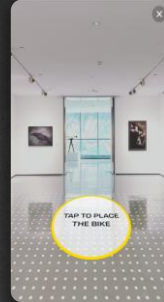


Exchange



Goodlife

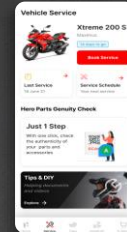
Engage to Gratify



AR VR configurator



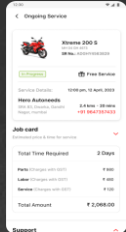
Premium Service to Elate



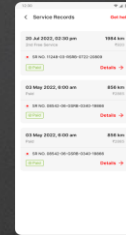
Parts Genuity Check



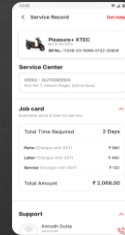
Service Booking



Service Status

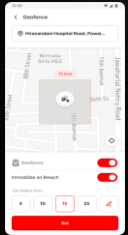


Service History



Invoice details

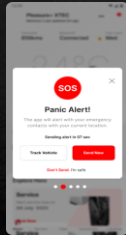
Connected 2.0 - Your app is your smartphone on wheel



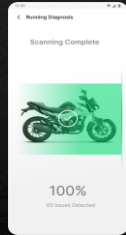
Geofencing



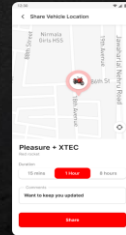
Trip Analysis



Alerts

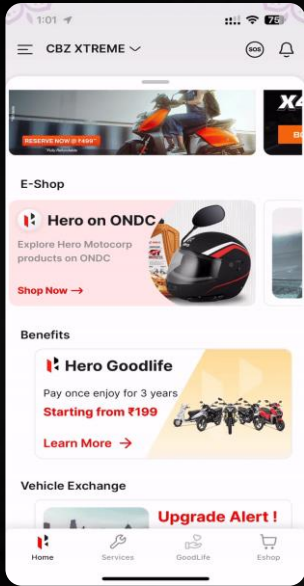


Vehicle Diagnosis

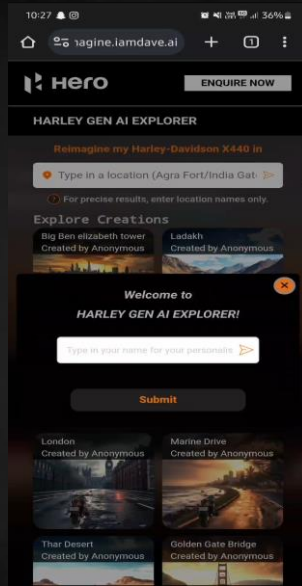


Location Sharing

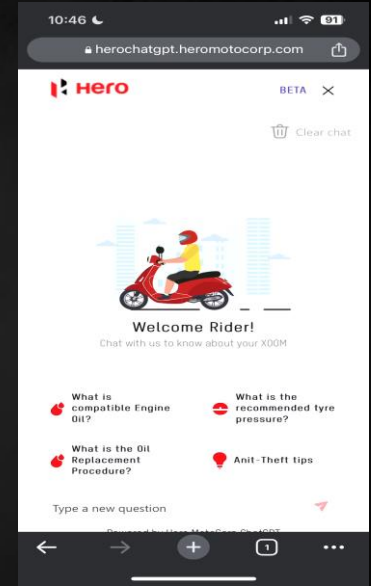
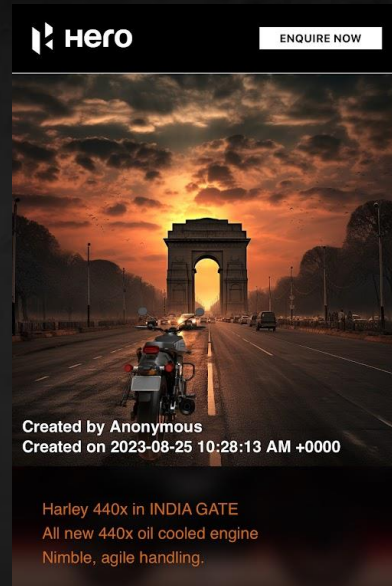
Industry first features



ONDC on App



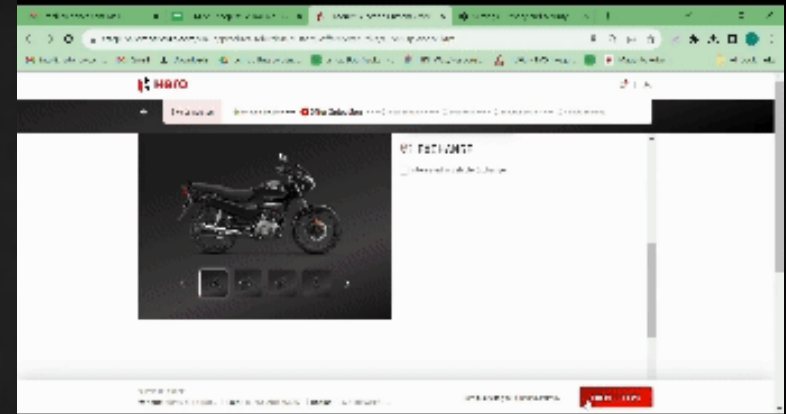
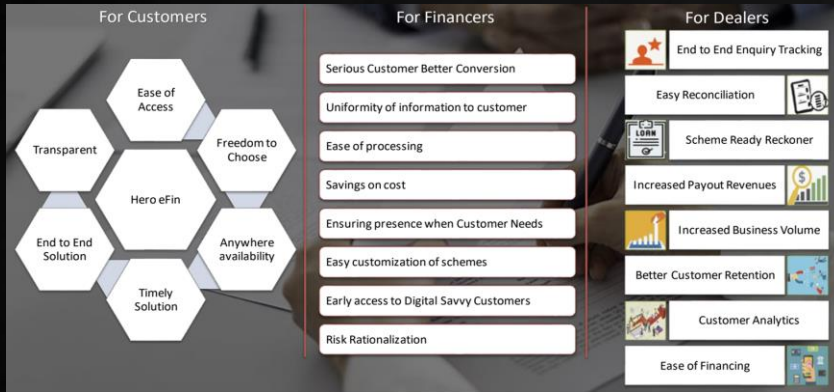
AI image generation



Gen AI - Ask me anything

Retail finance platform - eFin - Pilot in NCR

A digital platform that enables customers & dealers to complete end to end 2 wheeler financing journey with ease, transparency & power to choose, which can be accessed from anywhere at any time of day



Pilot with **5** financiers

of Sanctions from Platform : **500**
Avg Sanction time: **4.22 Mins**

- Incremental Finance volume and hence higher category growth
- Reduced Cost of lending due to operational cost reduction
- Business stream creation
- Improved customer experience

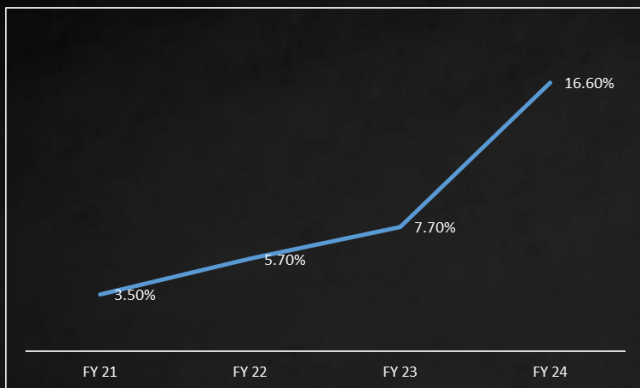


As we are building the experiences,
these products will drive
monetization and add to revenue
growth.



Digital as a growth driver!

Digital Enquiries are going up



Digital Conversion FY 24 : 12.4%

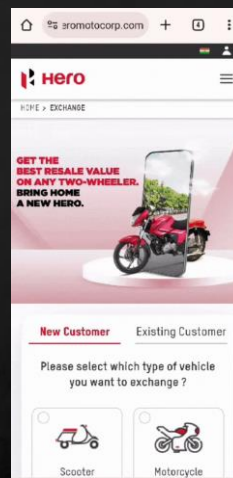
Marketing Data Workbench

Upsell campaigns - ~84k enquiries

Retail & Exchange via Digital



Retail via Wheel of Trust - 83,000 vs. LY 3207



In 1 month of launch the new Exchange platform

- 20k journeys initiated
- End to end journey with price check - 6077
- 50% Improvement in Lead to Conversion | Sales - 200

First Ever Digital Booking @ Hero



X440
Wave I
Booking

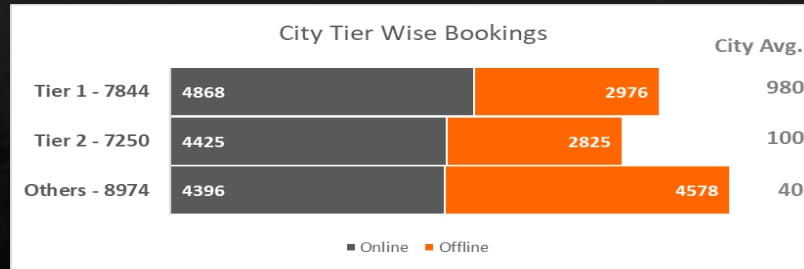
Overall booking:
25k
Online booking:
13K

54%
Online
Bookings

4 per minute
Peak
Bookings

5,000+
Non Working
Hrs
Bookings

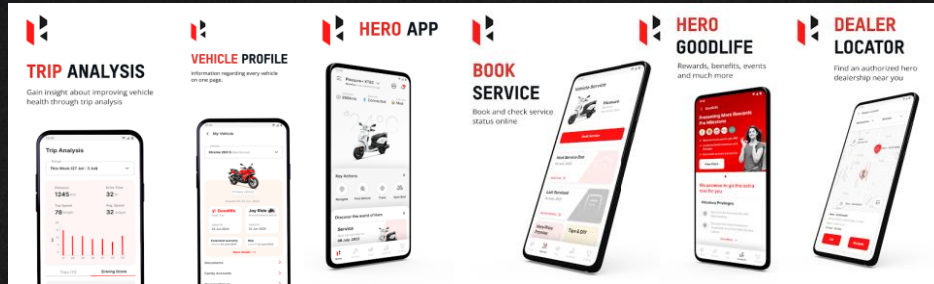
2.3 million
Website
Visits



536
Cities
Covered

Our customers have adopted the app and driving monetization

↑ 300% Increase in Engagement | **No. 1 in auto OEM** | **1 year** so far



MAU

2020-22 : 165k | 2023 : 1.2 M

↑ 263%

DAU

2020-22 : 18.3k | 2023 : 131k

↑ 209%

Downloads

2020-22 : 8.3 lakhs | 2023 : 3.5 M

↑ 141%

**Monthly/ Daily Active User*



Thank you