

July 16, 2026

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

Subject: Press Release

Dear Sir / Madam,

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,

Prabhat Singh
Company Secretary & Compliance Officer

Encl.: As above



HERO MOTOCORP EXPANDS ITS GLOBAL FOOTPRINT BY ENTERING GERMANY, MARKING ITS FIFTH EUROPEAN MARKET AND 53RD COUNTRY OVERALL

Partners with KSR Group to introduce Euro 5+ Compliant Product Portfolio in Germany

BERLIN, GERMANY / NEW DELHI, INDIA, 16 July, 2026 - **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, announced its official entry into Germany through a distribution partnership with the **KSR Group**. The Company will introduce its Euro 5+ compliant product portfolio, led by the XPulse 200 4V series. With this launch, Germany becomes Hero MotoCorp's fifth European market and its 53rd market globally.

The Company celebrated its market entry with an exclusive launch event at **Motorworld Metzingen**, one of Germany's premier automotive destinations. The debut featured a curated urban riding experience, giving guests a firsthand look at the lineup's performance, technology, and rider-focused innovation.

Commenting on the launch, **Mr. Sanjay Bhan, Executive Vice President - Global Business, Global Product Planning and Global Market Insights, Hero MotoCorp**, said, *"Germany represents a defining milestone in Hero MotoCorp's global growth journey. Building on our presence in Italy, Spain, France and the UK, our entry now into Europe's largest economy reflects the growing strength of our global business and our long-term commitment to the region."*

German riders value precision engineering, quality, and performance - principles at the core of our products. Our Euro 5+ portfolio delivers on these expectations while offering an accessible yet aspirational ownership experience. We are thrilled to bring our world-class mobility solutions to this vibrant motorcycling market in partnership with the KSR Group."

To support this rollout, KSR Group will initially launch Hero MotoCorp product range through a network of more than **28 official sales and service outlets** across major German cities, with plans of rapid expansion across the country. In addition, an extensive network of authorized dealers and technical service centers will provide seamless after-sales support with reliable service and commercial assistance. Reinforcing its commitment to German riders, Hero MotoCorp will offer an industry-leading **five-year warranty, which includes a three-year standard warranty and an additional 2 years through a special launch offer**.

Speaking on the partnership, **Michael Kirschenhofer, Chief Executive Officer (CEO), KSR Group** said, *"We are delighted to partner with Hero MotoCorp for the brand's official entry into the German market. Hero MotoCorp and KSR Group share the same customer-first approach, with a clear focus on delivering a seamless ownership experience through a strong and expanding sales and service network."*

The launch portfolio, consisting of the XPulse 200 in two versions, offers German customers an attractive combination of modern technology, everyday usability and outstanding value. With the objective of building a network of 30 sales points in Germany, we are confident that Hero MotoCorp is well positioned for a successful market entry."

Built for 'Limitless Adventure': The XPulse 200 4V and XPulse 200 Pro

As Hero MotoCorp debuts in Germany, it brings with it a powerful belief: **"You Are Limitless."** This philosophy celebrates the spirit of today's riders - individuals who chart their own course - defined not by boundaries but by the experiences they choose to undertake. The introductory portfolio includes two flagship adventure models designed for the modern European rider.

1. Limitless Adventure: The XPulse 200 4V Family

The XPulse 200 4V series brings Hero MotoCorp's proven adventure DNA to European riders, offering a versatile package that is equally capable on city roads, winding countryside and off-road trails.

- **Built for Exploration:** Powered by a 4-valve engine producing 14.1 kW and 17.35 Nm torque, the XPulse 200 4V series is engineered to take on all riding conditions, road and no-road alike.
- **Confidence across Terrains:** Three scalable ABS modes – Road, Off-Road and Rally – enables riders to adapt seamlessly to changing terrain and riding environment.
- **Adventure-Ready Technology:** Features include Bluetooth-enabled turn-by-turn navigation, an LCD instrument cluster and LED projector headlamps for enhanced convenience and visibility.
- **Purpose-Built Capability:** Long-travel suspension, upright ergonomics and lightweight body make the XPulse 200 series an ideal companion for everyday adventure and weekend escapes alike.

Two Distinct Adventure Experiences

• XPulse 200 4V (€ 2990)

Designed as a lightweight and versatile adventure motorcycle, the XPulse 200 4V is the ultimate accessible do-it-all machine, featuring an 825mm seat height and a lightweight chassis perfect for urban commuting and light trail riding.

• XPulse 200 Pro (€ 3290)

Built for those who seek enhanced off-road capability, the XPulse 200 Pro features fully-adjustable suspension (250mm front/220mm rear), a 270mm ground clearance, and a taller 891mm seat height. The XPulse 200 Pro also includes handlebar risers for standing comfort and an extended gear lever to suit off-road boots.

About Hero MotoCorp Ltd.

Hero MotoCorp, headquartered in New Delhi, India, is the world's largest manufacturer of motorcycles and scooters for 25 consecutive years with ~\$5 billion revenue. The Company's global footprint spans 53 countries across Asia, Africa, Europe, Central and Latin America with a customer base of over 130 million. The Company operates eight manufacturing facilities - six in India and one each in Colombia and Bangladesh - along with two

Research and Development centres: Hero Centre for Innovation and Technology (CIT) in India and Hero Tech Centre Germany (TCG).

Hero MotoCorp is driving the transition to electric mobility through VIDA. Strategic alliances with Harley-Davidson and Zero Motorcycles support the design and development of premium and electric motorcycles, respectively. Further demonstrating its commitment to the EV future, the Company has made strategic investments in two- and three-wheeler EV manufacturers, Ather Energy and Euler Motors. Hero MotoCorp is the only Indian two-wheeler manufacturer listed on the prestigious Dow Jones Sustainability Index (DJSI).

Hero MotoCorp's Executive Chairman, Dr. Pawan Munjal, was named to the 2025 TIME100 Climate List of the 100 most influential leaders driving business climate action.

Beyond mobility, Hero MotoCorp is a major global promoter of sports, including golf, football, field hockey, and cricket. Hero MotoSports Team Rally is India's flag bearer in global rally racing.

Press Contact:

Hero MotoCorp Ltd

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About KSR Group

KSR Group – Mobilizing People.

Headquartered in Austria, KSR Group is a leading European importer and distributor of motorcycles, scooters, ATVs, side-by-sides and modern mobility products. With decades of experience in the powersports and mobility industry, KSR Group represents and develops a strong portfolio of international brands across key European markets.

Through its established sales, service, logistics and after-sales network, KSR Group supports its brand partners in building sustainable market presence and delivering a reliable ownership experience to customers. For the German market launch of Hero MotoCorp, KSR Group will focus on creating a strong retail and service network with the target of establishing 30 sales points across Germany.