

July 01, 2025

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 Sir(s),

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

Dhiraj Kapoor
Company Secretary & Compliance Officer

Encl.: As above

Hero MotoCorp Ltd.

Regd. Office: The Grand Plaza, Plot No. 2, Nelson Mandela Road,
Vasant Kunj - Phase - II, New Delhi - 110070, India
Tel. +91-11-46044220, Fax +91-11-46044399
Email: corporate.communication@heromotocorp.com
www.heromotocorp.com CIN: L35911DL1984PLC017354



Press Release

New Delhi, 1 July 2025

VIDA, POWERED BY HERO, MAKES EV OWNERSHIP ACCESSIBLE AND AFFORDABLE

INTRODUCES DISRUPTIVE CUSTOMER SOLUTIONS AND COMPETITIVE PRICING WITH VIDA VX2 EVOOTER

- **PAY-PER-KILOMETRE:** BATTERY-AS-A-SERVICE - PLANS STARTING AT JUST ₹0.96 PER KILOMETRE
- **CHOICE:** TWO FEATURE-LOADED VARIANTS – VX2 PLUS AND VX2 GO – AVAILABLE WITH REMOVABLE BATTERIES – STARTING AT ₹ 59 490/-
- **PEACE OF MIND:** COMPREHENSIVE WARRANTY - 5-YEAR OR 50,000 KM
- **WORRY-FREE ECOSYSTEM:** INDIA'S LARGEST EV ECOSYSTEM WITH 3,600+ CHARGING POINTS AND 500+ SALES AND SERVICE CENTRES

“VIDA was born from a vision far greater than building electric vehicles—we set out to spark a movement. A movement that puts people and planet first, that redefines mobility as a force for good, and that gives every individual—not just the few—the opportunity to thrive, grow, and live better.

VIDA means ‘life’—and that is exactly what we aim to bring: cleaner air, better choices, and smarter journeys. A name that reflects our purpose—to drive meaningful progress and create a positive impact, not just in cities, but across every corner of Bharat and the world.

On the birth anniversary of our Founder Chairman, Dr. Brijmohan Lall Munjal, we renew our commitment to build a future that is smart, connected, and conscious. With the VIDA VX2 EVOOTER, we are not simply launching a product—we are delivering an ecosystem that empowers change.

This is our promise: to make sustainable mobility widely accessible, to make our products highly affordable, and to always lead with trust, responsibility, and purpose. Backed by Hero MotoCorp’s legacy, VIDA will power a better tomorrow—for everyone.”

Dr. Pawan Munjal
Executive Chairman
Hero MotoCorp

VIDA, powered by Hero, today transformed the electric two-wheeler mobility landscape with the launch of the VX2 EVOOTER: “Badalte India ka Scooter”.

Introducing a new category in electric mobility — the “EVOOTER” — this innovation combines the sustainability, intelligence, and performance of an EV with the comfort, design, and everyday practicality of a scooter.

The VIDA EVOOTER delivers the best of both worlds redefining how modern India moves — smartly, responsibly, and with purpose.

The VX2 brings together Hero’s iconic reliability and trust with cutting-edge EV technology and innovation.

Two Variants. Complete Flexibility.

The VIDA VX2 comes in two exciting variants, **VX2 Plus** and **VX2 Go**, available at attractive and accessible price:

- With BaaS (Battery-as-a-Service): ₹64 990*/- (VX2 Plus), ₹59 490* (VX2 Go)
- Without BaaS: ₹109 990* (VX2 Plus), ₹99 490* (VX2 Go)

*ex-showroom price

Ensuring there is a VX2 for every need, the EVOOTER comes with removable batteries, delivering an impressive range –

- VX2 Plus - up to an impressive 142 kms* with 3.4 kWh battery
- VX2 Go – up to 92 kms* with 2.2 kWh battery

*IDC test

VIDA’s pioneering **Pay-per-km subscription model** eliminates the barrier of high upfront costs – making EV ownership more accessible. Customers can select a plan that fits their lifestyle, enjoy hassle-free EV ownership, and experience total peace of mind. The BaaS package offers a host of additional customer benefits, including -

- Complimentary battery replacement if the performance falls below 70%
- Access to VIDA’s nationwide fast-charging network during the subscription period.

Powertrain and Design:

- Refined electric powertrain with removable batteries, built for performance and range
- Modern and distinctive design featuring a familiar VIDA silhouette and seven new contemporary colour finishes
- Long, plush seat designed for comfortable two -passenger riding

Technology: Smart, Connected, and Always in Sync

- The only scooter in its class to offer remote immobilization and cloud connectivity for added security
- Seamless smartphone integration for real-time ride statistics, telemetry, and Firmware Over-The-Air (FOTA) updates
- VX2 Plus: 4.3-inch TFT screen; VX2 Go: 4.3-inch LCD; both with turn-by-turn navigation
- Fast charging: battery charges to 80% in just 60 minutes

Effortless Riding Experience:

- Three-way charging options with removable batteries – every plug point is a charger
- Widest in the segment 12" wheels offer superior grip, stability, and precise handling on all roads
- Spacious 33.2-litre boot* (with removable battery) fits a full-face helmet

*VX2 Go

For more information on Hero MotoCorp,

Press Contact:

corporate.communication@heromotocorp.com



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