

August 3, 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 : Compliance under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations")

Dear Sir / Madam,

Pursuant to Regulation 30 of the Listing Regulations, we wish to inform that **Mr. Anuj Dua** has been appointed as the **Chief Business Officer – Premium Segment** of Hero MotoCorp Limited w.e.f. **Monday, August 3, 2026**.

A copy of the press release issued in this regard, along with the requisite details as per Listing Regulations, are enclosed herewith as Annexure A and B, respectively.

This is for your information and records.

Thanking you,

For Hero MotoCorp Limited,

Prabhat Singh
Company Secretary & Compliance Officer

Encl.: As above

New Delhi, August 3, 2026

Hero MotoCorp Elevates Premium Mobility as a Strategic Growth Pillar with Dedicated Leadership, Expanded Portfolio and Enhanced Customer Experience

- Appoints **Anuj Dua as Chief Business Officer – Premium Segment** to spearhead the Company's premium business and accelerate future growth.
- Strengthens premium portfolio complemented by a growing Hero Premia retail network.
- Accelerates premium transformation through global mobility partnerships, advanced technologies, motorsport-led innovation and world-class engineering.

New Delhi, India, Monday, August 3, 2026: Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, today announced the acceleration of its premium mobility strategy signalling a major strategic push into high-growth segments. Driven by strong FY'26 momentum, the Company is sharpening its focus on the premium segment through dedicated leadership, an expanding product portfolio, differentiated retail experiences and global partnerships.

The company also announced the appointment of **Mr. Anuj Dua as Chief Business Officer – Premium Segment**. An industry veteran with deep leadership experience across Hero MotoCorp, Royal Enfield, and Bajaj Auto, Anuj brings a proven track record in global product planning & strategy, brand building, and market expansion. In this new role, Anuj, will steer premiumization as a core growth pillar for the company - driving portfolio expansion, strategic partnerships, exclusive retail experiences, and deeper rider engagement through community building, curated merchandise and riding events across premium, lifestyle and performance categories.



Hero MotoCorp continued to strengthen its premium portfolio during FY'26 with the launch of multiple new products across motorcycles and scooters, including the **Glamour X, Xtreme 125R, Xtreme 250R, Xoom 160, XPulse 210** and the **Harley-Davidson X440 T**. The Company also expanded its exclusive **Hero Premia** retail and service network to more than **130 stores** across India. Designed to deliver a differentiated buying and ownership experience, these premium retail outlets, combining specialised sales consultants and personalised after-sales support, will enable stronger customer engagement while supporting the growth of its expanding premium portfolio.

Commenting on the Company's premium growth strategy, **Dr. Pawan Munjal, Executive Chairman, Hero MotoCorp** said, *"The global mobility landscape is undergoing a significant transformation, led by rising consumer aspirations for premiumization including curated premium experiences. At Hero MotoCorp, we are responding to these transformative shifts with a future-focused strategy that combines innovation, design excellence, performance engineering and deeper customer engagement. Our expanding premium portfolio, retail transformation and motorsport initiatives are integral to this strategy, accelerating product innovation, strengthening brand aspiration, and reinforcing our position as a globally admired mobility brand which is proudly Made in India."*

Anchoring this technological shift is Hero MotoCorp's flagship "Garden Factory" in Neemrana, Rajasthan. Combining automated manufacturing, digital quality control, and sustainable operations, this state-of-the-art facility is setting new benchmarks in precision engineering and operational excellence. The Company intends to progressively scale these capabilities across its manufacturing footprint.

The Company is also progressively integrating connected technologies, intelligent rider interfaces and advanced electronic architecture across its premium portfolio. With built in Over-the-Air (OTA) updates and next-generation rider assistance technologies, Hero MotoCorp is committed to deliver safer, smarter and continuously evolving mobility experiences.

Additionally, Hero MotoSports continues to act as a strategic catalyst for product and performance development. Lessons learned under the extreme demands of racing are translated into advancements in chassis dynamics, electronic rider aids, powertrain performance, and durability, accelerating the development of technologies across the broader commercial portfolio.

***For more information on Hero MotoCorp:
Press Contact:***

corporate.communication@heromotocorp.com



Annexure - B

1	Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise	Appointment of Mr. Anuj Dua as Chief Business Officer (CBO) – Premium Segment of the Company w.e.f. Monday, August 3, 2026 . Following this appointment, Mr. Dua will also join the Leadership Team of Hero MotoCorp Limited and is designated as Senior Management under the Listing Regulations.
2	Date of appointment / re-appointment / cessation (as applicable) & term of appointment / re-appointment	
3	Brief profile (in case of appointment)	Mr. Anuj Dua is an industry veteran with deep leadership experience across Hero MotoCorp, Royal Enfield, and Bajaj Auto. Anuj brings a proven track record in global product planning & strategy, brand building, and market expansion. In this new role, Anuj, will steer premiumization as a core growth pillar for the company - driving portfolio expansion, strategic partnerships, exclusive retail experiences, and deeper rider engagement through community building, curated merchandise and riding events across premium, lifestyle and performance categories.
4	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable