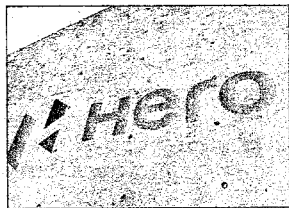


Hero to strengthen 125cc-bike lineup

NITIN KUMAR
New Delhi, August 7

HERO MOTOCORP IS preparing to launch two new motorcycles in the 125cc segment ahead of the festive season, as the company looks to defend its top spot in market share. The move follows the launch of the new CB125 Hornet by Honda Motorcycle and Scooter India in July, adding fresh intensity to the competition in one of the fastest-growing segments of the two-wheeler market.

"In the deluxe 125cc segment, we are strategically poised to disrupt the market with the forthcoming launch of a new 125cc with best-in-class technology features and style, and a refreshed 4D 125cc variant. Both are designed to offer compelling value and



enhance our competitive edge," Hero MotoCorp's management told investors on Thursday. Hero MotoCorp currently offers four models in the 125cc motorcycle category — the Xtreme 125R, Glamour, Super Splendor XTec, and GlamourXTech.

Despite being the country's largest two-wheeler manufacturer overall, Hero holds a relatively modest share of about 12.8% in the competitive 111-125cc motorcycle segment. This puts the company

behind key rivals Honda and Bajaj Auto, both of whom have built strong traction in this mid-commuter space with more premium and performance-oriented offerings.

The 125cc segment has gained significant importance in recent years, attracting customers upgrading from 100cc models and seeking a balance of mileage, style and performance. Honda's recent launch of the CB125 Hornet is seen as an attempt to tap into this demand and further consolidate its lead.

Hero MotoCorp explained that its current 125cc motorcycle lineup is strategically positioned to cater to three distinct customer needs within the segment. The Xtreme 125R targets buyers looking for performance, the Glamour appeals to those prioritising

style, while the Super Splendor is focused on efficiency and mileage, a key factor for daily commuters. "There are three very distinct audiences, and each of these three products has a very strong value proposition," the management said.

The company added that it plans to further expand this portfolio in these three verticals — performance, style, and efficiency.

Hero believes that by reinforcing these pillars, it will be better positioned to attract a broader customer base and significantly increase its market share in the highly competitive 125cc segment.

The move also comes as Hero faces fresh competition from Honda in its stronghold of the sub-110cc segment, following the launch of the Shine 100.