

# POCKET GUIDE



English



# Six Strokes of Hero



Standard across  
all variants

**Peace of Mind**

**6500+**  
**TOUCHPOINTS**

Including 6000+  
World Class Gen Nxt  
Workshops

**Convenience**

**100**  
**MILLION+**

Heroes

**Trust**



World's Largest  
2W Manufacturer for  
20 Years in a Row

**Pride**

**High  
Resale  
Value**  
**LOW COST OF OWNERSHIP**

5 Free Services  
upto 15 months

**Value For Money**

**Hero  
GoodLife**

World's Largest  
Customer Relationship  
Management Program  
in 2W Industry

**Customer Focus**

## e-Learning Portal : [www.herosalesacademy.com](http://www.herosalesacademy.com)



**Process** – In this section, we can watch the videos & learn about:

- OPDOC Sales Process
- Vehicle Delivery Process
- Delivery Backdrop
- Miscellaneous Learning Videos

**Product** – In this section, we can watch the videos & learn about:

- Product Training Video
- Self Learning Product Module Video
- Sales Pitch Audio Bytes
- Hero Learning Day Radio Jingles

**Technology** – In this section, we can watch the videos & learn about:

- Hero Technologies
- Product Features
- Do's & Don'ts of a Specific Technology
- Digital Tools Usage

**DSE Induction** – In this section, we can watch & learn through Web Based Training based on Hero Brand, BAT & Products.

**Chatbot** - This is industry first feature introduced by Hero Sales Academy. By using this Chatbot we can ask various queries related to all Hero Products (Specifications, Super5, Colors, etc.).

## Table of Contents

S.NO		PAGE
1	HERO SALES PROCESS – OPDOC	3
<b>Entry Segment</b>		
2	HF DELUXE BS6	10
<b>Deluxe Segment</b>		
3	SPLENDOR+ BS6	12
4	SPENDOR+ BLACK AND ACCENT EDITION	14
5	SPLENDOR iSMART BS6	16
6	PASSION PRO	18
7	SUPER SPLENDOR	20
8	GLAMOUR BS6	22
9	GLAMOUR BLAZE EDITION BS6	24
<b>Premium Segment</b>		
10	XTREME 160R BS6	26
11	XTREME 200S BS6	28
12	XPULSE 200 BS6	30
13	XPULSE 200T BS6	32
<b>Scooter Segment</b>		
14	PLEASURE+ BS6	34
15	PLEASURE+ PLATINUM BS6	36
16	MAESTRO EDGE 125 BS6	38
17	MAESTRO EDGE 125 STEALTH BS6	40
18	MAESTRO EDGE 110 BS6	42
19	DESTINI 125 BS6	44
20	DESTINI 125 PLATINUM	46
<b>Miscellaneous</b>		
21	HERO TECHNOLOGY	48
22	ESTABLISH BLUETOOTH CONNECTION	56
23	SERVICE SCHEDULE	57
24	UNIT CONVERSION TABLE	57
25	XSENS TECHNOLOGY	58
26	GLOSSARY	59
27	VEHICLE DELIVERY PROCESS	60



# **HERO SALES PROCESS OPDOC<sup>SM</sup>**

**HERO SELLING SKILLS (HSS) has been created with the following objectives:**

- Standardization of sales process followed across Hero outlets
- Enhancement of customer experience delivered by sales force
- Reinforce customer's perception about Hero brand

**O – Opening a Sales Call**

**P – Probing & Pitching**

**D – Demo & Test Ride**

**O – Objection Handling**

**C – Closing a Sales Call**



**OPDOC<sup>SM</sup>**

## O – Opening a Sales Call

### Greeting & Introduction

- Greet with a Smile
- Offer firm handshake/Namaskar
- Introduce yourself
- Offer business card with both hands
- Offer seating and refreshment
- Build A Rapport

### Develop Rapport with Customers

- **Small Talk** e.g. weather & ease of commuting / Locating dealership
- **Common Interests** e.g. phones & riding Motorcycle / Scooter

### Tips For Good Sales Call Opening

- Welcome the customer like a guest
- Show enthusiasm & make the customer comfortable
- Introduce yourself and show eagerness to assist
- Even if you are busy acknowledge with gestures or eye contact

## P – Probing & Pitching

### Tips For Good Probing

- Seek permission before asking questions
- Ask all relevant probing & brand enhancing questions
- Be Courteous
- Do not sound interrogative

### Probing Questions

3W concept needs to be followed for probing

1. Which Motorcycle you are riding?
2. What all features are you looking in your new Motorcycle?
3. When will you finalize your decision?

### Brand Value Enhancing Questions

- Sir/Madam, I am sure service costs & parts availability will be important to you while deciding your next Motorcycle / Scooter?
- Sir/Madam, with increasing fuel prices you would want your Motorcycle / Scooter to give very good mileage?
- Sir/Madam, it is important to have a service centre close by wherever you travel, I'm sure you agree?

### Pitching

Use only correct sales pitch for all products

### Tips for Good Pitching

- Pitch the product like a solution
- **Give options** to the customer to choose from
- Do not pitch based on assumptions (customer appearance, age & gender)

## D-Demo & Test Drive

### Preparation Before Demo & Test Ride

- Vehicle Cleanliness
- Proper space around vehicle

### Motorcycle / Scooter Demonstration-Process

1. Front View
2. Right View
3. Rear View
4. Left & Top View

### Benefit Selling

- Focus on product benefits & not only on features/technology
- Spend more time on product strengths relevant to customers needs

### Tips for Impactful Product Demo

- Let customer touch & feel the product
- Have passion & pride towards the product
- Conversational process not recital
- Check for customer's response & understanding

### Pre-Test Ride

- Ensure Motorcycle/Scooter in proper working conditions with adequate fuel
- Explain Motorcycle / Scooter controls
- Explain Test Ride route
- Reminding customer on key features to experience
- Ensure clean helmets for customer and yourself

### During Test Ride

- Customer to only ride the Motorcycle / Scooter; DSE to sit behind quietly
- DSE to answer only if the customer asks any question/direction

### Post Test Ride

- Feedback on riding experience
- Reinforce product strengths & connect to customer needs

## DEMO PROCESS



FRONT VIEW



RIGHT VIEW



REAR VIEW



LEFT & TOP VIEW

## O – Objection Handling

### **Objection Handling Process- 2As**

- **Acknowledge**-Acknowledge customer's objection
- **Answer**- Answer the objection and provide evidence

### **Tips For Effective Objection Handling**

- Acknowledge his concern
- Thank the customer for putting across the objection
- Provide the specific answer
- Support with an evidence
- Don't ignore objections
- Never interrupt or argue with the customer
- Probe to identify the reason
- Reconfirm your understanding on the objection

## C – Closing a Sales Call

### Identifying Buying Signals

#### Questions

- Where is the nearest service station?
- Can you deliver the Motorcycle / Scooter next weekend?

#### Signals

- Customer sits on the Motorcycle / Scooter repeatedly
- Customer looks in the direction of Motorcycle / Scooter again & again

#### Statements

- I really like the Motorcycle / Scooter in red color
- If I confirm now, will you deliver the Motorcycle / Scooter this week-end

### Tips For Good Deal Closure

- Always document the terms of the deal clearly
- Always check for any pending objections in customer's mind
- Ask the customer confidently for the order
- In case customer wants to defer go back to objection handling process
- Once the customer commits to the deal, get the order form signed by both parties
- Ensure that there is complete clarity on variables like model, Color, delivery date/time, down payment, etc.

## HF DELUXE BS6

Mazbooti Hai Samjhauta Nah



### SPECIFICATIONS

Displacement	97.2 cc
Max. Power	5.9 kW @ 8000 rpm
Max. Torque	8.05 Nm @ 6000 rpm
Starting	Kick Start / Self Start
Gearbox	4 Speed Constant Mesh
Frame Type	Tubular Double Cradle Frame
Suspension	Front Telescopic Hydraulic Shock Absorbers
	Rear 2 Step Adjustable Hydraulic Shock Absorbers
Brakes	Front 130 mm
	Rear 130 mm
Tyre Size	Front 2.75 x 18 - 4 PR / 42 P
	Rear 2.75 x 18 - 6 PR / 48 P
Fuel Tank Capacity	9.6 Ltrs



SUPER 5	BENEFITS
1. Programmed Fuel Injection Technology with XSENS	Smooth Ride with No Choke required
2. i3s Technology	More Savings
3. Brighter Headlamp	More Safety
4. New Graphics	Stylish Look
5. Side Stand Indicator	More Safety and Convenience

**SUPER**

## FEATURES

High-Tensile Double Cradle Frame	Optimized Pulling Power
Long Seat	Integrated Braking System
Adjustable Rear Suspension	Best-in-class 130mm Rear Brake

## VARIANTS

Kick Start Drum Brake Alloy Wheel - Fi  
 Kick Start Drum Brake Spoke Wheel - Fi  
 Self Start Drum Brake Alloy Wheel - Fi  
 Self Start Drum Brake Alloy Wheel - Fi - i3s  
 Self Start Drum Brake Alloy Wheel - Fi - All Black

## Colors



Techno Blue



Heavy Grey with Green



Heavy Grey with Black



Black with Purple



Black with Red

## SPLENDOR + BS6

**Bharosa Hai Samjhauta Nahi**



### SPECIFICATIONS

Displacement	97.2 cc	
Max. Power	5.9 kW @ 8000 rpm	
Max. Torque	8.05 Nm @ 6000 rpm	
Starting	Electric start/kick start	
Gearbox	4 Speed Constant Mesh	
Frame Type	Tubular Double Cradle Frame	
Suspension	Front	Telescopic Hydraulic Shock Absorbers
	Rear	5-step Adjustable Hydraulic Shock Absorbers
Brakes	Front	130 mm
	Rear	130 mm
Tyre Size	Front	80/100-18 M/C 47P (Tubeless)
	Rear	80/100-18 M/C 54P (Tubeless)
Fuel Tank Capacity	9.8 Ltrs	

SUPER 5	BENEFITS
1. Programmed Fuel Injection Technology with XSENS	Smooth Ride with No Choke required
2. i3s Technology	More Savings
3. Brighter Headlamp	More Safety
4. New Graphics	Stylish Look
5. Side Stand Indicator	More Safety and Convenience

**SUPER**

## FEATURES

High-Tensile Double Cradle Frame	Long Seat & 5-step Adjustable Rear Suspension
Tubeless tyres	Integrated Braking System
165 mm Ground Clearance	Best-in-class 130mm Rear Brake

## VARIANTS

Kick Start Drum Brake Alloy Wheel - Fi
Self Start Drum Brake Alloy Wheel - Fi
Self Start Drum Brake Alloy Wheel - Fi - i3s

## Colors



Heavy Grey with Green



Black with Purple



Black with Silver



Black with Sports Red

**NEW**

## SPENDOR+ BLACK AND ACCENT EDITION



### SPECIFICATIONS

Displacement	97.2 cc
Max. Power	5.9 kW @ 8000 rpm
Max. Torque	8.05 Nm @ 6000 rpm
Starting	Self Start / Kick Start
Gearbox	4 Speed Constant Mesh
Frame Type	Tubular Double Cradle Frame
Suspension	Front Telescopic Hydraulic Shock Absorbers
	Rear 5-step Adjustable Hydraulic Shock Absorbers
Brakes	Front 130 mm
	Rear 130 mm
Tyre Size	Front 2.75 x 18 - 4PR/42P
	Rear 2.75 x 18 - 6PR/48P
Fuel Tank Capacity	9.6 Ltrs

<b>SUPER 5</b>	<b>BENEFITS</b>
1. Programmed Fuel Injection Technology with XSENS	Smooth Ride with No Choke required
2. i3s Technology	More Savings
3. Brighter Headlamp	More Safety
4. New Customible Graphics	Stylish Look
5. Side Stand Indicator	More Safety and Convenience

**SUPER**

## FEATURES

High-Tensile Double Cradle Frame	Long Seat & 5-step Adjustable Rear Suspension
Tubeless tyres	Integrated Braking System
165 mm Ground Clearance	Best-in-class 130mm Rear Brake

## VARIANTS

Self Start Drum Brake Alloy Wheel - Fi - i3s

## Colors



**Firefly-Golden**



**Bumble-Bee-Yellow**



**Beetle-Red**

## SPLENDOR iSMART BS6

Naye Zamane ki Smart Sawaari - India's First BS6 Motorcycle



### SPECIFICATIONS

Displacement		113.2 cc
Max. Power		6.73kW (9 bhp) @ 7500 rpm
Max. Torque		9.89 Nm @ 5500 rpm
Transmission Type		4 Speed Constant Mesh
Frame Type		Tubular Diamond
Suspension	Front	Telescopic Hydraulic Shock Absorbers
	Rear	5-step Adjustable Hydraulic Shock Absorbers
Brakes	Front	Disc 240 mm*   Drum 130 mm
	Rear	Drum - 130 mm
Tyre Size	Front	80/100-18 Tubeless
	Rear	80/100-18 Tubeless
Fuel Tank Capacity		9.5 Ltrs.

SUPER 5	BENEFITS
1. Programmed Fuel Injection Technology with XSENS	Smooth Ride with No Choke required
2. i3s Technology	More Savings
3. New Engine with more Torque on Demand (9.89 Nm)	Best Pickup
4. Diamond Frame	Better Handling
5. Front Disc Brake with IBS Technology	Enhances Safety

**SUPER**

## FEATURES

ECU Monitored Fuel Intake	1281 mm Wheelbase
Engine Temperature Control	180 mm Ground Clearance
Dual Tone Graphics	Large 18 inch Wheels

## VARIANTS

1. Self Start Disc Brake Alloy Wheel - Fi
2. Self Start Drum Brake Alloy Wheel - Fi

## Colors



Blue



Red



Grey

## PASSION PRO BS6

### Next Gen Passion Pro



### SPECIFICATIONS

Displacement		113.2 cc
Max. Power		6.73 kW @ 7500 rpm
Max. Torque		9.89 Nm @ 5000 rpm
Starting		Self Start (with i3s) & Kick Start
Frame Type		Diamond
Suspension	Front	Conventional fork - Dia 30mm
	Rear	Twin shox
Brake	Front	Disc - 240 mm/ Drum - 130 mm
	Rear	Drum - 130 mm
Tyre Size	Front	80/100 - 18  Tubeless Tyre
	Rear	80/100 - 18  Tubeless Tyre
Fuel Tank Capacity		10 Ltrs.



SUPER 5	BENEFITS
1. Programmed Fuel Injection with i3s & XSENS Technology	Smooth Ride with No Choke required
2. Tank Shrouds	Stylish Looks
3. Brighter Headlamp	More Safety
4. Auto-sail Technology	Enhances Convenience
5. Stylish Taillamp	Best safety & looks

**SUPER**

## FEATURES

New 113cc Engine with higher Torque on-demand	Digi-Analogue Console
Muscular Tank with Triple tone Graphics	Muffler Cover
New Diamond Frame Chassis	Longer Front Suspension Travel

## VARIANTS

Self Start Drum Brake Alloy Wheel - Fi
Self Start Disc Brake Alloy Wheel - Fi
Passion Pro Drum 100 Million Edition
Passion Pro Disc 100 Million Edition

## Colors



Moon Yellow



Glaze Black



Techno Blue



Heavy Grey (Metallic)



Sports Red



100 Million Limited Edition

## SUPER SPLENDOR BS6

Nayi Bulandiyon Ko Choone Ka Yug



### SPECIFICATIONS

Displacement		124.7 cc
Max. Power		8 kW @ 7500 rpm
Max. Torque		10.6 Nm @ 6000 rpm
Starting		Self (with i3s) & Kick
Gearbox		5 Speed Constant Mesh
Frame Type		Tubular Diamond
Suspension	Front	Telescopic Hydraulic Shock Absorbers
	Rear	5-step Adjustable Hydraulic Shock Absorbers
Brakes	Front	Disc – 240 mm / Drum – 130 mm
	Rear	Drum – 130 mm
Tyre Size	Front	80/100 - 18  Tubeless Tyre
	Rear	90/90 - 18  Tubeless Tyre
Fuel Tank Capacity		12 Ltrs.

SUPER 5	BENEFITS
1. Programmed Fuel Injection Technology with XSENS	Smooth Ride with No Choke required
2. Front Disc Brake	More Safety
3. 5-Speed Gearbox	More Comfort by reducing vibrations
4. Auto-sail Technology	Enhances Convenience
5. Bigger Seat	More Comfort

FEATURES	
Proprietary i3S Technology	180 mm Ground Clearance
New Vertical Engine	45 mm longer seat
High-Tensile Diamond Frame	Integrated Braking System with 240 mm Front Disc brake

VARIANTS
Self Start Drum Brake Alloy Wheel - Fi
Self Start Disc Brake Alloy Wheel - Fi

## Colors



Glaze Black



Nexus Blue



Dusky Black



Candy Blazing Red



Heavy Grey

## GLAMOUR BS6

Next level Power, Technology & Style



### SPECIFICATIONS

Displacement		124.7 cc
Max. Power		8 kW (10.73 hp) @ 7500 rpm
Max. Torque		10.6 Nm @ 6000 rpm
Starting		Self (with i3s) & Kick
Gearbox		5 Speed Constant Mesh
Frame Type		Diamond
Suspension	Front	Telescopic Front Forks (Travel 120mm)
	Rear	5 step Adjustable Hydraulic Shock Absorbers (Travel 81mm)
Brakes	Front	Disc – 240 mm / Drum – 130 mm
	Rear	Drum – 130 mm
Tyre Size	Front	80/100 - 18 Tubeless
	Rear	100/80 - 18 Tubeless
Fuel Tank Capacity		10 Ltrs.

SUPER 5	BENEFITS
1. Programmed Fuel Injection Technology with XSENS	Smooth Ride with No Choke required
2. Split Alloy Wheels	Stylish Looks
3. Digi-Analog Meter Console with Mileage Indicator	Enhances Convenience & Style
4. 5-Speed Gearbox	More Comfort by reducing vibrations
5. Auto-sail Technology	Enhances Convenience

## FEATURES

Powerful 125 cc Engine	Dual Tone Body Graphics
Muscular Fuel Tank	Longer Front Suspension Travel
100/80 Wide Rear Tyre	Brighter Headlamp

## VARIANTS

Glamour Drum 100 Million Edition	Self Start Disc Brake Alloy Wheel - Fi
Glamour Disc 100 Million Edition	Self Start Drum Brake Alloy Wheel - Fi

## Colors



Techno Blue



Radiant Red



100 Million Limited Edition



Sports Red



Midnight Black

**NEW**

## GLAMOUR BLAZE EDITION BS6

New Edition Motorcycle



### SPECIFICATIONS

Displacement		124.7 cc
Max. Power		8 kW (10.73 hp) @ 7500 rpm
Max. Torque		10.6 Nm @ 6000 rpm
Starting		Self (with i3s) & Kick
Gearbox		5 Speed Constant Mesh
Frame Type		Diamond
Suspension	Front	Telescopic Front Forks (Travel 120mm)
	Rear	5 step Adjustable Hydraulic Shock Absorbers (Travel 81mm)
Brakes	Front	Disc – 240 mm / Drum – 130 mm
	Rear	Drum – 130 mm
Tyre Size	Front	80/100 - 18 (Tubeless)
	Rear	100/80 - 18 (Tubeless)
Fuel Tank Capacity		10 Ltrs.

### FEATURES

- |  |  |
|--|--|
| 1. Enhanced Style due to its New Matte Vernier Grey color with Fire Yellow Graphics. | 2. Enhanced Convenience due to its USB Charger |
|--|--|

SUPER 5	BENEFITS
1. Programmed Fuel Injection Technology with XSENS	Smooth Ride with No Choke required
2. Split Alloy Wheels	Stylish Looks
3. Digi-Analog Meter Console with Mileage Indicator	Enhances Convenience & Style
4. 5-Speed Gearbox	More Comfort by reducing vibrations
5. Auto-sail Technology	Enhances Convenience

## VARIANTS

Blaze Self Start Drum Brake Alloy Wheel - Fi

Blaze Self Start Disc Brake Alloy Wheel - Fi

## Color



\*Available in Both Drum & Disc Variant

## XTREME 160R BS6

**Heads Will Turn Hearts Will Race**



### SPECIFICATIONS

Displacement		163 cc
Max. Power		11.2 kW (15 bhp) @ 8500 rpm
Max. Torque		14 Nm @ 6500 rpm
Starting		Self & Kick
Gearbox		5 speed Constant Mesh
Frame Type		Tubular Diamond
Suspension	Front	Telescopic (37 mm Dia) with anti friction bush
	Rear	7 step Rider-adjustable Monoshock
Brakes	Front	276 mm Petal Disc, Single Channel ABS
	Rear	220 mm Petal Disc   130 mm Drum
Tyre Size	Front	100/80-17 (Tubeless)
	Rear	130/70 -R17 Radial (Tubeless)
Fuel Tank Capacity		12 Ltrs.



SUPER 5	BENEFITS
1. 160cc XSENS Technology Engine with 14 Sensors	Outstanding Performance
2. Full LED Package & Inverted LCD Console	Stylish Looks & More Safety
3. 0-60 kmph in 4.7 seconds	Outstanding Performance
4. Side Stand Engine Cut-Off	More Safety
5. Auto-sail Technology	Enhances Convenience



FEATURES	
37mm broad Showa Front Suspension	H-signature LED Tail Lamp
Light Kerb Weight of 138.5 kg	Droid LED Headlamp
Compact Sporty Exhaust	Integrated Pillion Grab
Integrated Self Start & Engine Kill Switch	Hazard Lights

VARIANTS
Self Start Double Disc Brake Alloy Wheel - Fi
Self Start Disc Brake Alloy Wheel - Fi
Xtreme 160R 100 Million Edition

## Colors



Sports Red



Pearl Silver White



Vibrant Blue



100 Million Limited Edition

**NEW**

## Xtreme 200S BS6



### SPECIFICATIONS

Displacement	199.6 cc	
Max. Power	13.3 kW (17.8 bhp) @ 8500 rpm	
Max. Torque	16.45 Nm @ 6500 rpm	
Engine	Oil Cooled, 4 Stroke Single Cylinder OHC	
Starting	Self & Kick	
Gearbox	5 speed Constant Mesh	
Frame Type	Diamond	
Suspension	Front	Telescopic Front Forks with Anti Friction Bush
	Rear	Rectangular Swingarm with Mono Shock
Brakes	Front	Disc Dia. 276 mm
	Rear	Disc Dia. 220 mm
Tyre Size	Front	100/80X17 52P (Tubeless)
	Rear	130/70XR17 62P (Tubeless)
Fuel Tank Capacity	12.8 Ltrs.	

<b>SUPER 5</b>	<b>BENEFITS</b>
1. Programmed Fi 200cc Engine with XSENS Technology	Smooth Ride with No Choke required
2. Turn by Turn Navigation & Bluetooth with call alerts	Enhances Convenience & Safety
3. Stylish Sporty Look	Stylish Looks
4. Auto-sail Technology	Enhances Convenience
5. Single Channel ABS	More Safety

**SUPER**

## FEATURES

New Oil Cooler	Kerb Weight of 154.5 kg
Bluetooth With Call Alerts	Twin LED Headlamp
Turn by Turn Navigation	Wide Radial Tyre

## VARIANTS

Self Start ABS Disc Brake Alloy Wheel - Fi

## Colors



Sports Red



Panther Black



Pearl Silver White

## XPULSE 200 BS6



### SPECIFICATIONS

Displacement	199.6 cc	
Max. Power	13.3 kW (17.8 bhp) @ 8500 rpm	
Max. Torque	16.45 Nm @ 6500 rpm	
Starting	Self & Kick	
Gearbox	5 speed Constant Mesh	
Frame Type	Tubular Diamond	
Suspension	Front	Telescopic (37 mm Dia) with Double DU Bush (190 mm Stroke)
	Rear	10 step Rider-adjustable Monoshock
Brakes	Front	276 mm Petal disc, Single Channel ABS
	Rear	220 mm Petal Disc
Tyre Size	Front	90/90-21
	Rear	120/80-18
Fuel Tank Capacity	13 Ltrs.	

<b>SUPER 5</b>	<b>BENEFITS</b>
1. Oil Cooled Engine with XSENS Technology	Outstanding Performance
2. Bluetooth Connectivity with Turn by Turn Navigation	Enhances Convenience
3. Best-in-Segment Ground Clearance & Dual Purpose Tyres	Enhances Convenience
4. Best-in-Segment Front & Rear Suspension	Enhances Comfort
5. LED Headlamp with DRL	More Safety & Stylish Looks



<b>FEATURES</b>	
Dual Purpose Tyres	XSENS powered 200cc Oil-cooled Engine
High Ground Clearance	Turn-by-Turn Navigation
Up-swept Exhaust	Aluminium Bash Plate
10-step Adjustable Mono-shock	Full LED Headlamps

<b>VARIANTS</b>
Self Start ABS Disc Brake

## Colors



White



Matte Green



Matte Grey



Sports Red



Panther Black

**NEW**

## XPULSE 200T BS6



### SPECIFICATIONS

Displacement		199.6 cc
Max. Power		13.3 kW @ 8500 rpm
Max. Torque		16.15 Nm @ 6500 rpm
Starting		Self / Kick Start
Gearbox		5-Speed Constant Mesh
Frame Type		Diamond Type
Suspension	Front	Telescopic Front Forks (dia 37) with anti friction bush
	Rear	Rectangular swingarm with mono shock (7 Step)
Brakes	Front	Disc Dia. 276 mm
	Rear	Disc Dia. 220 mm
Tyre Size	Front	100/80 X17-52P (Tubeless)
	Rear	130/70XR17-62P (Tubeless)
Fuel Tank Capacity		13 Ltrs

<b>SUPER 5</b>	<b>BENEFITS</b>
1. Programmed Fi 200cc Oil Cooled Engine with XSENS Technology	Outstanding Performance
2. LED Headlamp	More Safety & Stylish Looks
3. Retro Styled Fuel Tank	Stylish Looks
4. Bluetooth Connectivity with Turn by Turn Navigation	Enhances Convenience
5. Single Channel (front) ABS	More Safety

**SUPER**

## FEATURES

xSens powered 200cc Oil-cooled engine	Easy Seat Access
Wide Radial Tyre	Full LED Headlamp
7-step Adjustable Monoshock	All-Digital Instrument Console
Large Discs with ABS	Classic Fuel Tank

## VARIANTS

Self Start Double Disc Brake Alloy Wheel - Fi

## Colors



**Sports Red**



**Panther Black**



**Matte Shield Gold**

## PLEASURE+ BS6

Why should boys have all the fun



### SPECIFICATIONS

Displacement		110.9 cc
Max. Power		6.0 kW (8 BHP) @ 7000 rpm
Max. Torque		8.70 Nm @ 5500 rpm
Starting		Electric start/Kick start
Suspension	Front	Bottom Link with Spring-loaded Hydraulic Damper
	Rear	Swing Arm with Spring-loaded Hydraulic Dampers
Brakes	Front	Internal Expanding Shoe Type (130 mm)
	Rear	Internal Expanding Shoe Type (130 mm)
Tyre Size	Front	90/100 - 10 - 53 J (Tubeless)
	Rear	90/100 - 10 - 53 J (Tubeless)
Fuel Tank Capacity		4.8 Ltrs



<b>SUPER 5</b>	<b>BENEFITS</b>
1. Programmed Fuel Injection Technology with XSENS	Smooth Ride with No Choke required
2. Chrome Headlamp enclosre	Stylish Looks
3. Chrome Front Fascia	Stylish Looks
4. Mobile Charging Port & Utility Box	Enhances Convenience
5. Side Stand Indicator	Enhances Safety

**SUPER**

## FEATURES

Powerful 110cc Engine	Retro Headlamp
Alloy Wheels	Analog Speedometer
Integrated Braking & Tubeless Tyres	LED Boot Lamp

## VARIANTS

1. Self Start Drum Brake Alloy Wheel - Fi
2. Self Start Drum Brake Sheet Metal Wheel – Fi

## Colors



Midnight Black



Sporty Red



Pole Star Blue



Pearl Silver White



Matte Vernier Grey



Matte Metallic Red



Matte Green

**NEW**

## Pleasure+ Platinum

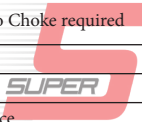
### NEW VARIANT – PLATINUM



### SPECIFICATIONS

Displacement		110.9 cc
Max. Power		6.0 kW (8 BHP) @ 7000 rpm
Max. Torque		8.70 Nm @ 5500 rpm
Starting		Electric start/Kick start
Suspension	Front	Bottom Link with Spring-loaded Hydraulic Damper
	Rear	Swing Arm with Spring-loaded Hydraulic Dampers
Brakes	Front	Internal Expanding Shoe Type (130 mm)
	Rear	Internal Expanding Shoe Type (130 mm)
Tyre Size	Front	90/100 - 10 - 53 J (Tubeless)
	Rear	90/100 - 10 - 53 J (Tubeless)
Fuel Tank Capacity		4.8 Ltrs

SUPER 5	BENEFITS
1. Programmed Fuel Injection Technology with XSENS	Smooth Ride with No Choke required
2. Chrome Headlamp Enclosure	Stylish Looks
3. Chrome Front Fascia	Stylish Looks
4. Mobile Charging Port & Utility Box	Enhances Convenience
5. Side Stand Indicator	Enhances Safety



FEATURES	
Chrome Rear View Mirrors	Chrome Muffler Plate
Chrome Handle Bar Ends	3D Logo Platinum Badging
Matt Black Color	Seat Backrest
Chrome Stripe on Fender	Brown Color Panel
Rim Tape	Dual Tone Seat with Platinum Hot Stamping

VARIANTS
1. Platinum (ZX) - Self Start Drum Brake Alloy Wheel

## Colors



**Matte Black**

## MAESTRO EDGE 125 BS6

Kal Ki Technology Ke Saath Chal



### SPECIFICATIONS

Displacement		124.6 cc
Max. Power		6.7 kW @ 7000 rpm
Max. Torque		10.4 Nm @ 5500 rpm
Starting		Self-Start / Kick-Start
Gearbox		Variomatic Drive
Suspension	Front	Telescopic Hydraulic Shock Absorber
	Rear	Unit Swing with Spring Loaded Hydraulic Damper
Brakes	Front	Disc – 190 mm / Drum – 130 mm
	Rear	Drum – 130 mm
Tyre Size	Front	90/90 - 12 54J
	Rear	90/100 - 10 53J
Fuel Tank Capacity		5 Ltrs.

SUPER 5	BENEFITS
1. India's first scooter with Programmed Fi Engine & with XSENS Technology	Smooth Ride with No Choke required
2. LED Insignia	Enhanced Looks & Premium Feel
3. Diamond Cut Alloy Wheels	Stylish Looks
4. i3s technology	More Savings
5. Front Disc Brake	More Safety

FEATURES	
Telescopic Front Suspension	Digital Analog Combo Meter Console
External Fuel Filling	Side Stand Indicator
Mobile Charging Port & Boot Light	Service Reminder

VARIANTS
Self Start Drum Brake Alloy Wheel - Fi
Self Start Disc Brake Alloy Wheel - Fi

## Colors



**Prismatic™ Purple**  
Iridescent Color for 1st time in Scooters



**Panther Black**



**Pearl Fadeless White**



**Matte Techno Blue**



**Matte Red**



**Matte Brown**



**Matte Vernier Grey**

## Maestro Edge 125 Stealth

### NEW VARIANT – STEALTH



### SPECIFICATIONS

Displacement		124.6 cc
Max. Power		6.7 kW @ 7000 rpm
Max. Torque		10.4 Nm @ 5500 rpm
Starting		Self-Start / Kick-Start
Gearbox		Variomatic Drive
Suspension	Front	Telescopic Hydraulic Shock Absorber
	Rear	Unit Swing with Spring Loaded Hydraulic Damper
Brakes	Front	Disc – 190 mm / Drum – 130 mm
	Rear	Drum – 130 mm
Tyre Size	Front	90/90 - 12 54J
	Rear	90/100 - 10 53J
Fuel Tank Capacity		5 Ltrs.

SUPER 5	BENEFITS
1. India's first scooter with Programmed Fi Engine & with XSSENS Technology	Smooth Ride with No Choke required
2. LED Insignia	Enhanced Looks & Premium Feel
3. Diamond Cut Alloy Wheels	Stylish Looks
4. i3s technology	More Savings
5. Front Disc Brake	More Safety

FEATURES	
Crest Badging (Stealth)	Matt Grey Theme
Tone on Tone Stripe	Carbon Fibre Striping
White Accents	

VARIANTS
Stealth - Self Start Disc Brake Alloy Wheel - Fi

Colors
--------



**Stealth Black**

## MAESTRO EDGE 110 BS6

Style that turns heads, Tech that keeps you ahead



### SPECIFICATIONS

Displacement		110.9 cc
Max power		6 kW @ 7250 RPM
Max Torque		8.7 Nm @ 5750 RPM
Starting		Self-Start / Kick-Start
Gearbox		Variomatic Drive
Suspension	Front	Telescopic Hydraulic Shock Absorber
	Rear	Unit Swing with Spring Loaded Hydraulic Damper
Tyres	Front	90 / 90 - 12 54 J
	Rear	90 / 100 - 10 53 J
Fuel Tank Capacity		5 Ltrs.



<b>SUPER 5</b>	<b>BENEFITS</b>
1. Programmed Fi with XSENS Technology	Smooth Ride with No Choke required
2. Digi-Analog Console with Service Reminder & Side Stand Indicator	Enhanced Convenience
3. External Fuel Filling with Mobile Charging Point	Enhanced Convenience
4. Telescopic Suspension & 12" Front Wheel	More Comfort
5. New Graphics	Stylish Looks

## FEATURES

New Edgy Graphics	LED Tail Lamp
IBS	Mobile Charging Port & Boot Light
Diamond Cut Alloy Wheel	

## VARIANTS

Drum Brake Alloy Wheel - Fi - VX
Alloy Wheel - Fi - ZX
Maestro Edge 110 100 Million Edition

## Colors



**Candy Blazing Red**



**Panther Black**



**Pearl Fadeless White**



**Techno Blue**



**Midnight Blue ZX**



**Seal Silver ZX**



**100 Million Limited Edition**

## DESTINI 125 BS6

Latest Technology Ke Saath Raho Do Kadam Aagey



### SPECIFICATIONS

Displacement		124.6 cc
Max. Power		6.7 kW (9bhp) @ 7000 rpm
Max. Torque		10.4 Nm @ 5500 rpm
Starting		Self-Start / Kick-Start
Gearbox		Variomatic Drive
Suspension	Front	Telescopic Hydraulic Shock Absorber
	Rear	Unit Swing with Spring Loaded Hydraulic Damper
Brakes	Front	Drum – 130 mm
	Rear	Drum – 130 mm
Tyre Size	Front	90/100-10
	Rear	90/100-10
Fuel Tank Capacity		5 Ltrs.

<b>SUPER 5</b>	<b>BENEFITS</b>
1. Signature LED Guide-Lamps	Enhanced Looks & Safety
2. Programmed Fi Engine with XSENS Technology	Smooth Ride with No Choke required
3. i3s Technology	More Savings
4. External Fuel Filling with Buzzer	Enhanced Convenience & Safety
5. Side Stand Indicator	More Safety

<b>FEATURES</b>	
Telescopic Front Suspension	Signature Tail Lamp
Mobile Charging Port & Boot Light	Integrated Braking System
Elegant Metal Body	Chrome Brow

<b>VARIANTS</b>
Drum Brake Sheet Metal Wheel - Fi
Drum Brake Alloy Wheel - Fi - VX
Destini 125 100 Million Edition

## Colors



**Chestnut Bronze**



**Noble Red**



**Pearl Silver White**



**100 Million Limited Edition**



**Matt Grey Silver**



**Candy Blazing Red**



**Panther Black**

**NEW****DESTINI 125 BS6-PLATINUM****New Variant - Platinum****SPECIFICATIONS**

Displacement		124.6 cc
Max. Power		6.7 kW (9 bhp) @ 7000 rpm
Max. Torque		10.4 Nm @ 5500 rpm
Starting		Self / Kick Start
Gearbox		Variomatic Drive
Suspension	Front	Telescopic Hydraulic Shock Absorber
	Rear	Unit Swing with Spring Loaded Hydraulic Damper
Brakes	Front	Drum – 130 mm
	Rear	Drum – 130 mm
Tyre Size	Front	90/100-10
	Rear	90/100-10
Fuel Tank Capacity		5 Ltrs

SUPER 5	BENEFITS
1. Signature LED Guide-Lamps	Enhanced Looks & Safety
2. Programmed Fi Engine with XSENS Technology	Smooth Ride with No Choke required
3. i3s Technology	More Savings
4. Accentuated Chrome Packages	Enhanced Looks & Styling
5. Side Stand Indicator	More Safety

FEATURES	
Telescopic Front Suspension	Signature Tail Lamp
Mobile Charging Port & Boot Light	Integrated Braking System
Elegant Metal Body	Chrome Packages

VARIANTS
DESTINI 125 PLATINUM Drum Brake Alloy Wheel - Fi - VX

## Colors



Matte Black



## HERO TECHNOLOGY

### Patented i3s Technology for Motorcycles

- Idle Stop Start System
- Hero Patented Technology
- Better Fuel efficiency during heavy traffic & red lights



### i3s Technology (How it works)

#### First Start (i3s On)

(Motorcycle ignition is on but engine in idling rpm)  
**and if:**

- Clutch not pressed
- Gear not engaged
- Throttle not operated

#### Engine stops after 30 sec

- To re-start the engine Press the clutch lever or electric starter switch or Kick start.

#### Motorcycle Running(i3s On)

(Waiting at Red Light)  
**and if:**

- Clutch not pressed
- Gear not engaged
- Throttle not operated

#### Engine stops after 5 sec

- To re-start the engine Press the clutch lever

#### i3s Engaged during Ride

(i3s not engaged at beginning) (Waiting at Red Light)  
**and if:**

- Clutch not pressed
- Gear not engaged
- Throttle not operated

#### Engine stops after 5 sec

- To re-start the engine Press the clutch lever

*i3s indicator will blink if vehicle ignition is off due to i3s*

*Available in - HF Deluxe BS6, Splendor+ BS6, Splendor iSmart BS6, Passion Pro BS6, Super Splendor BS6 & Glamour BS6.*

## Patented i3s Technology for Scooters

- Better mileage
- Less Wear and Tear of Engine
- Less fuel emission
- Better engine life
- Less cost of ownership



### i3s Technology (How it works)

#### First Start (i3s On)

(Scooter ignition is on but engine in idling rpm)  
**and if:**

- Vehicle Stationary
- Accelerator not operated

#### Scooter Running(i3s On) (Waiting at Red Light) **and if:**

- Vehicle stationary
- Accelerator not operated

#### i3s Engaged during Ride (i3s not engaged at beginning) (Waiting at Red Light)

**and if:**  
**Same as i3s ON**

#### Engine stops after 30 sec

- To re-start the engine Brake pressed (preferably left brake for convenience) Operate the Accelerator

#### Engine stops after 5 sec

- To re-start the engine Brake pressed (preferably left brake for convenience) Operate the Accelerator

*i3s indicator will blink if vehicle ignition is off due to i3s*

*Available in - Destini 125 BS6 & Maestro Edge 125 BS6*

## ANTILOCK BRAKING SYSTEM (ABS)

### Working:

- ABS prevents the wheels from locking up during sudden braking, preventing the vehicle from skidding or slipping. Single channel ABS is dedicated to any one of the wheels and generally the front wheel because for effective braking the front brakes are considered more important and the vehicle to steer during emergency braking

### Advantages:

- Prevents tyre from locking up (skidding) in case of panic braking on all types of surfaces
- Prevents loss of control due to tyre lock up
- Enables rider to steer safely during sudden/panic braking
- Shortens the stopping distance

### Benefits:

- Better Stability
- Enhanced rider safety
- Good confidence during harsh/panic braking
- Value for money i.e.: additional safety feature

*Available in: 150 cc & above Motorcycles*

## INTERGRATED BRAKING SYSTEM (IBS)

### Working:

- On applying the rear brake, the brake force will be distributed between the front and rear wheels to maintain the stability of the vehicle during panic braking. It reduces the stopping distance of the vehicle

### Advantages:

- Brake force will be distributed between front and rear wheels
- The vehicle will not skid resulting in better vehicle stability of the vehicle while panic braking
- Reduction in stopping distance hence improvement in rider confidence

### Benefits:

- Better Stability
- Enhanced rider safety
- Good confidence during harsh/panic braking
- Value for money i.e.: additional safety feature

*Available in: 125 cc & below Motorcycles and Scooters*



## Warranty

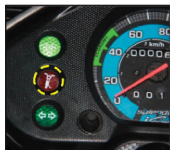


**Motorcycle:** 5 years / 70,000 km whichever is earlier

**Scooter:** 5 years / 50,000 km whichever is earlier

## Side Stand Indicator

- Indicator on Instrument Cluster
- Enhanced Rider Safety



## Mobile Charging Socket

- Mobile can be charged while travelling
- Added Convenience

*Available in - Destini 125 BS6, Pleasure+ BS6 & Maestro Edge 125 BS6*



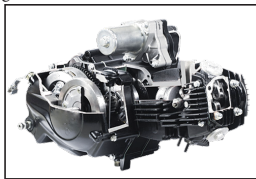
## Programmed Fi

- Programmed Fi works by injecting appropriate amount of fuel into the cylinder, precisely calculated from the data received through the high tech sensors in the engine that feeds the engine data and environmental conditions to a central computer system called ECU – Electronic Control Unit. Based on the data received from the sensors, the ECU decides the quality and timing of the fuel to be injected through the fuel injector. Thus the Programmed Fi system offers excellent ride-ability, optimum fuel efficiency, lower emission and instant start even in extreme ambient temperature conditions and higher altitudes.
- Benefits
  - Environment friendly
  - Better ride-ability
  - Economy



## Advanced Pro-Series Digital Variable Ignition System (APDV)

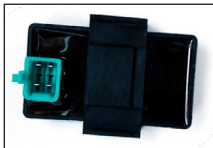
- APDV ensures optimum burning of fuel leading to
  - Better Engine Performance
  - Better fuel efficiency
  - Eco friendly



*Available in - Passion Pro BS6*

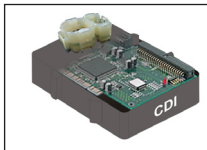
## DC - Capacitor Discharge Ignition (CDI)

- Capacitive discharge digital ignitions store charged energy for the spark in a capacitor within the module that can be released to the spark plug at virtually any time throughout the engine cycle via a control signal from the microprocessor. This allows for greater timing flexibility, and engine performance; especially when designed hand-in-hand with the engine carburetor.
- Benefits
  - Better engine performance
  - Lower emissions
  - Better fuel efficiency



## Advanced Microprocessor Ignition (AMI)

- The combustion takes place by an advance micro processor ignition system through a digital multi-mapping CDI. The ignition advances and retards as per the signal received from the carburetor throttle control switch and engine rpm. This ensures optimum burning of fuel leading to better fuel efficiency and low pollution
- Benefits
  - Crisp throttle response
  - Better ride-ability
  - Cleaner exhaust



### Global Technical Regulation (GTR) Compliant Braking System

- The GTR was adopted by Bureau of Indian Standards as a first revision after the draft finalized by Automotive Braking System approved the Transport Engineering Division Council



### Programmed Fi Engine With Fully Transistorized Ignition System (FTIS)

- It has 16-bit ECU with two 3D Fuel Injection mapping with auto enriching system. With the addition of the O<sub>2</sub> sensor, the feedback from the exhaust to the ECU is complete (i.e. closed loop), thus ensuring better performance of the Motorcycle (in terms of burning of fuel and exhaust emissions)
- Benefits
  - Better Performance: Power & Instant Throttle
  - Better fuel efficiency



### Tubeless Tyres

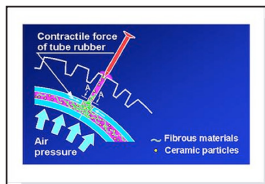
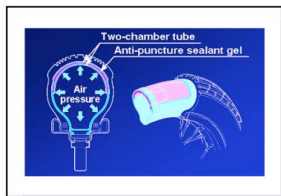
In tubeless tyres the air is sealed between rim & tyre. In case a sharp object pierces through, there will be no instant deflation.

- Benefits
  - Safety: No question of sudden deflation tyre
  - Convenience



## Tyres With Puncture Endurance Tube

- In an event of a puncture, a hole is pierced through the sealant gel chamber to the air chamber. When a hole occurs, the gel is forced into the hole, and the fibrous material contained in the gel is squeezed out. At this time the fine ceramic particles fill the openings of the Fiber, and the vacant spaces are filled with the gel. As there is a pressure in the inner surface of the tube, minimum quantity seeps into the air chamber but without causing any harm as it is a water based gel.
- Benefit
  - Convenience for the rider



## Engine Oil

- Engine Oil - 10W 30SJ JASO MA Grade Oil
- Benefit
  - This oil needs to be changed less frequently. Its required to be changed after every 6,000 Kms

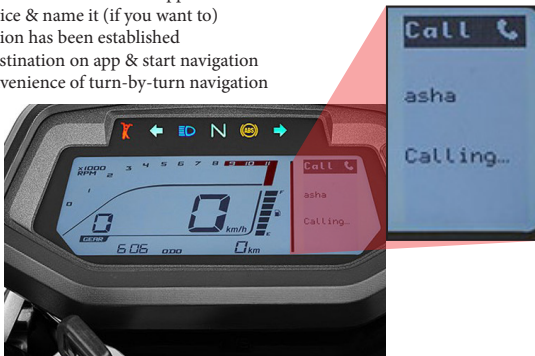
## Throttle Controlled Ignition System (TCIS)

- Depending upon the throttle opening position at smaller opening it advances the ignition timing for optimum fuel efficiency and ride-ability
- Benefits
  - Better ride-ability
  - Better fuel efficiency



## Steps to Establish Bluetooth Connection

- Download Hero Ride Guide App from Google Play Store & Apple App Store
- Register yourself on the app via Google or Facebook account
- Go to the Bluetooth pairing screen on the Motorcycle meter console
- Search for the Bluetooth device on app
- Select the device & name it (if you want to)
- Now, connection has been established
- Enter your destination on app & start navigation
- Enjoy the convenience of turn-by-turn navigation



*Available in - Xpulse 200 BS6*

## Service Schedule (FREE)

### All Models

Service Schedule	Kilometers Range (km)	Or... (Whichever is Earlier)
1st	500-750	60 days (from date of purchase)
2nd	3000-3500	100 days (after previous service)
3rd	6000-6500	100 days (after previous service)
4th	9000-9500	100 days (after previous service)
5th	12000-12500	100 days (after previous service)
<b>Paid Service:</b> Each Paid Service needs to be availed after every 3000 kms or 90 days from the previous service, whichever is earlier.		

## Unit Conversion Table

Units	kW	Ps	HP
1 kW	1	1.35962	1.34102
1 Ps	0.735499	1	0.98632
1 HP	0.74570	1.0139	1

Eg- Xpulse 200

13.5 kW = 18.1 bhp = 18.4 Ps

**Explanation:**

1kW = 1.341 bhp = 1.359 Ps

13.5kW = ?? bhp = ?? Ps

13.5kW = 13.5 x 1.341 bhp = 13.5 x 1.359 Ps

13.5kW = 18.1 bhp = 18.4 Ps



technology is a combination of intelligent sensors used in our 2-wheelers.

Power	1. Throttle Position Sensor 2. Manifold Absolute Pressure Sensor
Economy	3. Oxygen Sensor 4. Crank Position Sensor 5. i3s Switch
Safety	6. Bank Angle Sensor 7. Side Stand Sensor 8. Side Stand Engine Kill Sensor
Comfort	9. Vehicle Speed Sensor 10. Start Switch 11. Clutch Switch 12. Neutral/ Brake Switch 13. Kill Switch
Durability	14. Engine Oil Temperature Sensor
Reliability	15. Intake Air Temperature Sensor

\*Total number of sensors varies as per selected model



## **Bharat Stage VI**

### **What ARE BHARAT STAGE NORMS ?**

- Introduced in 2000 by the government to regulate emission of air pollutants from motor vehicles
- BS6 Norms will be implemented in India from 1st April 2020
- Bharat Stage VI norms are two stages ahead of the present Bharat Stage IV norms in regulating emissions.
- Limit the release of air pollutants such as nitrogen oxides, carbon monoxide, hydrocarbons, particulate matter (PM) and sulphur oxides from vehicles
- Need to shift to BS6 for cleaner vehicular emissions

## **Glossary**

- AHO – Always Headlamp On
- AMI - Advanced Micro-processor Ignition
- APDV - Advanced Pro-Series Digital Variable Ignition System
- ASFS - Advanced Swirl Flow Induction System
- ATFT - Advanced Tumble Flow Induction Technology
- BS6 – Bharat Stage VI
- cc – Cubic Centimetres
- CCVI - Carburetor Controlled Variable Ignition
- CDI - Capacitor Discharge Ignition
- Fi – Fuel Injection
- FTIS - Fully Transistorized Ignition System
- GRS – Gas Reservoir Suspension
- GTR – Global Technical Regulation
- i3s – Idle Stop Start System
- IBS - Integrated Braking System
- kW – Kilowatt
- MFR – Multi Focal Reflector
- Nm – Newton Metre
- TCIS - Throttle Controlled Ignition System
- TOD – Torque on Demand

## VEHICLE DELIVERY PROCESS



### **DELIVERY DAY – MAKING IT MEMORABLE FOR THE CUSTOMER**

**1**



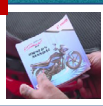
**Greet & Welcome** the customer

**2**



Present the vehicle from dedicated **Delivery Area with Backdrop**,  
Ample Light & speakers to  
**play Hero Song**

**3**



Explain **Owner Manual, Warranty, Documents & Service Schedule**

**4**



**Delivery Ceremony** to be done  
with Key Handover & Photograph

**5**



**See off the customer** with a Smile

\*For Hero Songs visit [www.herosalesacademy.com](http://www.herosalesacademy.com) → (technology)



**Hero NSSC 2019-20**

**REGISTRATIONS**  
FROM 15<sup>th</sup>-24<sup>th</sup> Nov '19  
[www.heronssc.in](http://www.heronssc.in)

**ELIGIBILITY CRITERIA**

- Ensure that you are NSS Certified
- Ensure that your Name, Phone Number & Hero Connect ID is correct
- Upload Passport size Photograph in JPG format

**MOBILE LEARNING... ANYTIME... ANYWHERE...**

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PROCESS PRODUCT TECHNOLOGY DSE INDUCTION

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Mar. 2021

 **Hero SALES ACADEMY**

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**Hero MotoCorp Ltd.**

CIN - L35911DL1984PLC017354

The Grand, Nelson Mandela Marg, Pocket 4, Vasant Kunj II, New Delhi - 110070