

*Pleasure<sup>+</sup>*



# 360° View



# Sales Pitch – Pleasure+ BS6

This is new Pleasure+ BS6.

For stylish looks, it has chrome on its front fascia & headlamp.

For less pollution it has BS6 engine & programmed Fi.

Its intelligent sensors has many benefits, like:

- High Mileage and Low Maintenance.
- Smooth ride with great pick up.
- Long Engine life & No Choke required due to Cold start feature.

Additionally, YOU will get...

Safety & convenience because it has Integrated Braking System, Side Stand Indicator, Tubeless Tyres & Vehicle check up light.

And, high Resale Value because of the strong Hero brand.

With all this, YOU will also get Trust of Hero, the only company that gives 5 years warranty plus 5 free service.

And YOU will get unmatched Convenience due to its bigger service network & spare parts availability.



**Programmed Fi  
Technology**



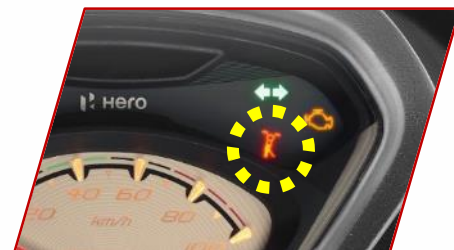
**Chrome Headlamp  
Enclosure**



**Chrome Front Fascia**



**Mobile Charging Port &  
Utility Box**



**Side Stand Indicator**

**S**  
**SUPER**

# Specifications



**Engine:**  
110.9cc



**Power:**  
6 kw @ 7000 rpm



**Torque:**  
8.7 Nm @ 5500 rpm



**Fuel Tank:**  
4.8 L



# Front View





BENEFIT & FEATURE

## Stylish Looks

because it has \*Chrome on Headlamp Enclosure

\* In Cast Drum variant only



BENEFIT & FEATURE

## Stylish Looks

because it has Chrome Front Fascia with 3D Emblem

\*Chrome Fascia In Cast Drum variant only



**BENEFIT & FEATURE**

**Stylish Looks**  
due to its Bold New Design



**BENEFIT & FEATURE**

**Enhances Safety**  
with its Clear Lens Blinkers

## Summary – Front View



**Chrome Headlamp Enclosure**

**Chrome Front Fascia with 3D Emblem**

**Bold New Design**

**Clear Lens Blinkers**

# Right View





**BENEFIT & FEATURE**

**Enhances Convenience**  
because it has Tubeless Tyres



**BENEFIT & FEATURE**

**Enhances Safety**  
with its Reflectors



**BENEFIT & FEATURE**

**Stylish Looks**  
due to its Front Fender



**BENEFIT & FEATURE**

**Stylish Looks & Better Rideability**  
due to its Alloy Wheels\*

\* In Cast Drum variant only

**NEW**



**BENEFIT & FEATURE**

## Stylish Looks

due to its Chrome Garnish on Side Accents\*

\* In Cast Drum variant only



**BENEFIT & FEATURE**

## Stylish Looks

with its Muffer Cover

## Summary – Right View



**Tubeless Tyres**

**Reflectors**

**Front Fender**

**Alloy Wheels**

**Chrome Garnish on Side Accents**

**Muffler Cover**

# Rear View





**BENEFIT & FEATURE**

**Stylish Looks & Better Safety**  
due to its Futuristic Tail Lamp with H  
insignia



**BENEFIT & FEATURE**

**Enhances Convenience for Pillion**  
with its Grab Rail



**BENEFIT & FEATURE**

## **Enhances Convenience**

because it has Convenient Boot Lock Position

## Summary – Rear View



**Futuristic Tail Lamp with H Insignia**

**Grab Rail**

**Convenient Boot Lock Position**

# Left & Top View





**BENEFIT & FEATURE**

## Clean Emissions

because it has BS6 Engine



**BENEFIT & FEATURE**

## Smooth Ride with No Choke Required

because of Programmed Fi Technology



**BENEFIT & FEATURE**

**Superior Performance**  
due to its Powerful 110cc Engine



**BENEFIT & FEATURE**

**Comfort and Safety for both Rider  
& Pillion**  
due to its Dual Textured Seat\*

\* In Cast Drum variant only



**BENEFIT & FEATURE**

## Enhances Convenience

because it has Large Under Seat Storage  
Compartment

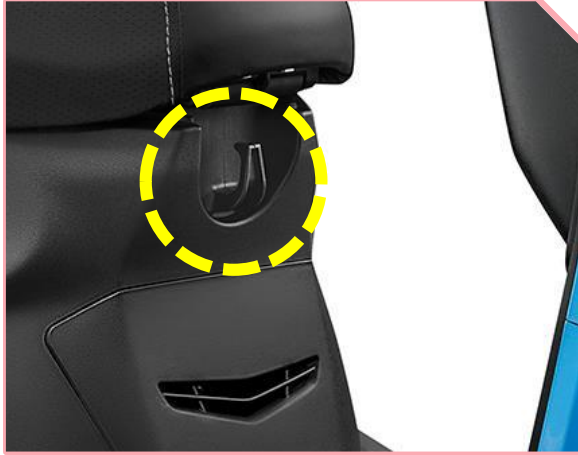


**BENEFIT & FEATURE**

## Enhances Convenience

with its LED Boot Lamp\*

\* In Cast Drum variant only



**BENEFIT & FEATURE**

**Enhances Convenience for bags  
and other stuff**  
due to its Luggage Hook



**BENEFIT & FEATURE**

**Enhances Convenience**  
with its Mobile Charging Port & Utility  
Box\*

\* In Cast Drum variant only

NEW



BENEFIT & FEATURE

## Enhances Convenience

with its Malfunction Indicator Lamp  
(Vehicle Check-up Light)



BENEFIT & FEATURE

## Enhances Safety

because it has Side Stand Indicator



**BENEFIT & FEATURE**

## Stylish Design to Instrument Cluster

as both turn indicators blink simultaneously, while using any (left/ right) turn indicator



**BENEFIT & FEATURE**

## Enhances Safety

as it has Integrated Braking System

## Summary – Left & Top View



**BS6 Engine**

**Programmed Fuel Injection (Fi)  
Technology**

**Powerful 110cc Engine**

**Dual Textured Seat**

**Large Under Seat Storage Compartment**

**LED Boot Lamp**

**Luggage Hook**

## Summary – Left & Top View



**Mobile Charging Port & Utility Box**

**Malfunction Indicator Lamp (Vehicle Check-up Light)**

**Side Stand Indicator**

**Integrated Braking System**



**Programmed Fi  
Technology**



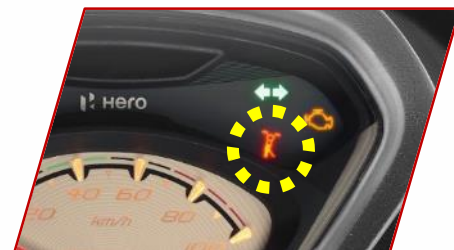
**Chrome Headlamp  
Enclosure**



**Chrome Front Fascia**



**Mobile Charging Port &  
Utility Box**



**Side Stand Indicator**

**S**  
**SUPER**

# Specifications

## ENGINE

Engine Capacity (cc)	110.9
Max power (kW @ RPM)	6 @ 7000
Max Torque (Nm @ RPM)	8.7 @ 5500
Fuel Tank (L)	4.8

## DIMENSIONS

Length (mm)	1769
Width (mm)	704
Height (mm)	1161
Wheelbase(mm)	1238

## WHEELS

Front	90/100 - 10-53 J (Tubeless)
Rear	90/100 - 10-53 J (Tubeless)

# Variants

**Self Cast Drum**

**Self Sheet Metal Drum**



# Colors



**MATTE METALLIC RED**



**MATTE GREEN**



**MATTE VERNIER GREY**

# Colors



**PEARL SILVER WHITE\***



**MIDNIGHT BLACK\***



**POLE STAR BLUE\***



**SPORTY RED\***

\* Also available in Sheet Metal Variant

# Objection Handling

**Scenario 01:** Honda Activa-i produces more torque than Pleasure+.

**Handling Statement:**

Honda Activa-i weighs a little more than the Pleasure+ so, there will be no significant advantage of more torque. Engine of Pleasure+ has been developed to provide optimum performance & mileage figures. You will not feel lack in the performance of this scooter.

Pleasure+ has many offerings that you will not get in Honda Activa-i like, Alloy Wheels, Mobile Charger, LED Boot Lamp, etc. that will make the Pleasure+ a best buy for you.

**Scenario 02:** Pleasure+ is heavier than TVS Zest Himalayan.

**Handling Statement:**

Pleasure+ weighs slightly more than the TVS Zest Himalayan. But, all new engine of Pleasure+ develops more power & torque than TVS Zest Himalayan. You will not feel lack in the performance of this scooter.

Let me show you some advantages of Pleasure+ over TVS Zest Himalayan, Alloy Wheels, Integrated Braking System, LED Boot Lamp, Bigger Rear Tyre section Height, etc.

# Competition



**Pleasure+ Vx BS6**



**Honda Activa i**



**Benefits**

	Pleasure+ Vx BS6	Honda Activa i	Benefits
<b>FEATURES</b>			
<b>Alloy Wheel</b>	Available	Not - Available	Enhances Style
<b>Front Utility Box</b>	Available	Not - Available	Enhances Convenience
<b>Mobile Charger</b>	Available	Available as an Accessory	Enhances Convenience
<b>Side Stand</b>	Available	Available as an Accessory	Enhances Convenience
<b>LED Boot Lamp</b>	Available	Not - Available	Adds to the Convenience
<b>Side Stand Indicator</b>	Available	Not - Available	More Safety & Convenience
<b>Dual Textured Seat</b>	Available	Not - Available	Enhances Comfort

# Competition



Pleasure+ Vx BS6



TVS Zest Himalayan



Benefits

	Pleasure+ Vx BS6	TVS Zest Himalayan	Benefits
<b>ENGINE</b>			
<b>Max. Power (bhp)</b>	8	7.9	Better Top Speed
<b>Max. Torque (Nm)</b>	8.7	8.4	Better Pick-Up
<b>DIMENSIONS</b>			
<b>Overall Width (mm)</b>	704	660	Bigger Road Presence
<b>Overall Height (mm)</b>	1161	1139	Bigger Road Presence
<b>Rear Tyre Section Height (mm)</b>	90	81	Comfortable Ride
<b>Front Brake Size (mm)</b>	130	110	Enhances Safety

# Competition



**Pleasure+ Vx BS6**



**TVS ZEST Himalayan**



**Benefits**

## FEATURES

**Alloy Wheel**

Available

Not - Available

Enhances Style

**LED Boot Lamp**

Available

Not - Available

Enhances Convenience

**Side Stand Indicator**

Available

Not - Available

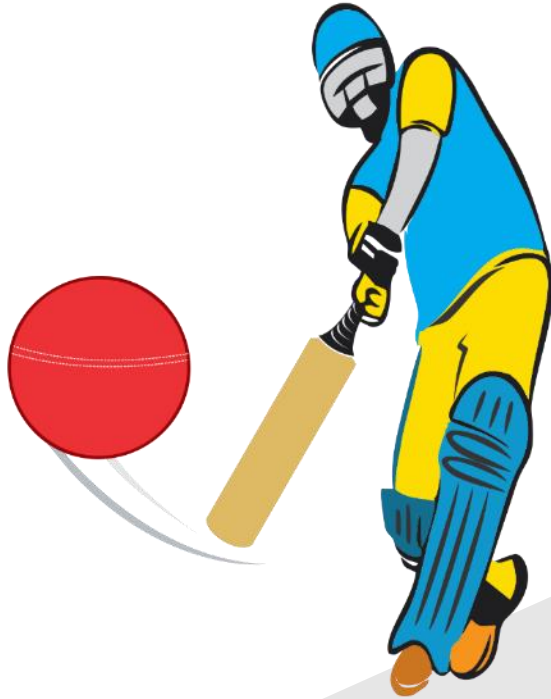
More Safety & Convenience

**Dual Textured Seat**

Available

Not - Available

Enhances Comfort



# Six Strokes of Hero



Standard across all variants

**Peace of Mind**



Including 6000+ World Class Gen Nxt Workshops

**Convenience**



Satisfied Customers

**Trust**



World's Largest 2W Manufacturer for 19 Years in a Row

**Pride**



LOW COST OF OWNERSHIP

5 Free Services upto 15 months

**Value For Money**



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

**Customer Focus**

 **Hero**

**WORLD'S**

**NO. 1**<sup>\*</sup>  
**ONE**

**TWO-WHEELER COMPANY**

**19 YEARS IN A ROW**

The slide features a white background with a large grey diagonal shape at the bottom right. Red and black geometric shapes are present in the top-left and bottom-right corners.

*Happy Selling !!*