

 **Hero**

**VIDA**

 **HERO FOR STARTUPS**

**Transforming  
Mobility for  
Bharat & Beyond**

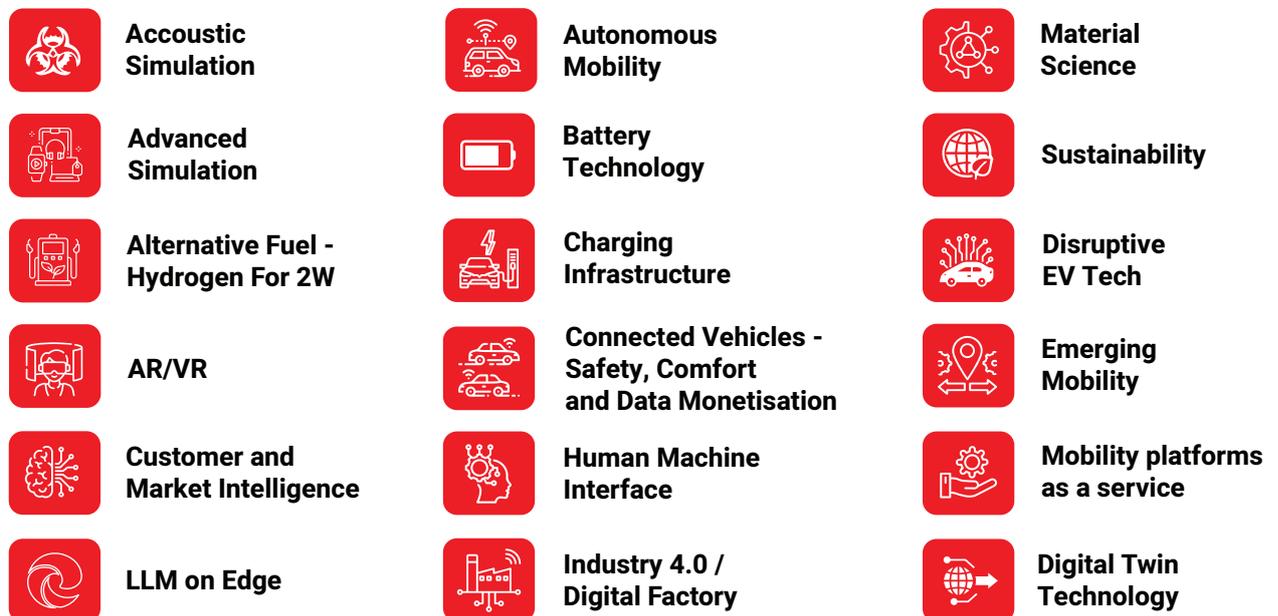


# Empowering Mobility Innovation for a Sustainable Future

Hero For Startups (HFS) is a pioneering initiative by Hero MotoCorp, an accelerator program designed to engage with and empower the startup ecosystem in India. Through this program, Hero MotoCorp seeks to collaborate with startups to co-create innovative solutions that address critical challenges in the mobility sector.

By fostering an environment of collaboration, Hero aims to accelerate the growth of startups, providing them with the resources, mentorship, and support necessary to scale their solutions and contribute meaningfully to the future of mobility.

## Focus Areas



## Program Vision

To transform the future of mobility by fostering innovation, nurturing startup growth, and integrating impactful solutions into the global mobility ecosystem.

Fostering Innovation	Collaboration with Indian Startups	Accelerating Growth	Sustainability & Impact
Encouraging the development of cutting-edge technologies in the mobility sector by leveraging the innovative potential of startups.	Working closely with emerging startups and providing them with the tools and support needed to solve real-world business challenges.	Mentor and accelerate the growth of startups, helping them scale their solutions and integrate them into Hero MotoCorp's product line.	Ensuring that the innovations developed are sustainable and contribute to the long-term goals of transforming mobility for India and beyond.

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## Empowering Innovation for Bharat and Beyond

Hero For Startups is our commitment to shaping the future of mobility and beyond through innovation, entrepreneurship, and collaboration. Rooted in the vision of our Hon'ble Prime Minister Narendra Bhai Ji Modi's Atma Nirbhar Bharat, it is a transformative platform that empowers India to excel on the global stage and inspire a lasting legacy of self-reliance and excellence.

This initiative is more than a platform—it's a catalyst for extraordinary ideas to tackle real-world challenges for Bharat while opening doors to unprecedented opportunities. By supporting and empowering innovators, "Hero For Startups" accelerates India's rise as a global leader, setting new benchmarks for innovation and impact.

More than an accelerator, this is a movement. It invites dreamers, doers, and visionaries to step forward, take risks, think boldly, push boundaries, and shape a better future—one where Bharat and Hero leads with innovation, strength, and purpose, creating a world of possibilities for generations to come.

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## DR. PAWAN MUNJAL

**EXECUTIVE CHAIRMAN  
HERO MOTOCORP LTD.**

# Why Hero for Startups?



**Hero's Unique Position**



**Unmatched Opportunities**



**Financial and Strategic Support**



**Access to Expertise and Mentorship**



**Market Reach and Visibility**

## Eligibility Criteria



### Startup Stage

Early-stage or growth-stage Startups with a PoC or MVP



### Alignment

Solutions addressing Hero's focus areas with measurable impact



### Team Strength

Committed team with domain expertise and a clear roadmap



### Market Readiness

Startups with traction or piloted projects in relevant domains

## Screening & Evaluation Process

### Level 1

#### Basic Screening

Relevance, team structure, and product stage

**01**

### Level 2

#### Intermediate Evaluation

Technology scalability and alignment

**02**

### Level 3

#### Advanced Evaluation

Jury pitch focusing on innovation, sustainability, and impact

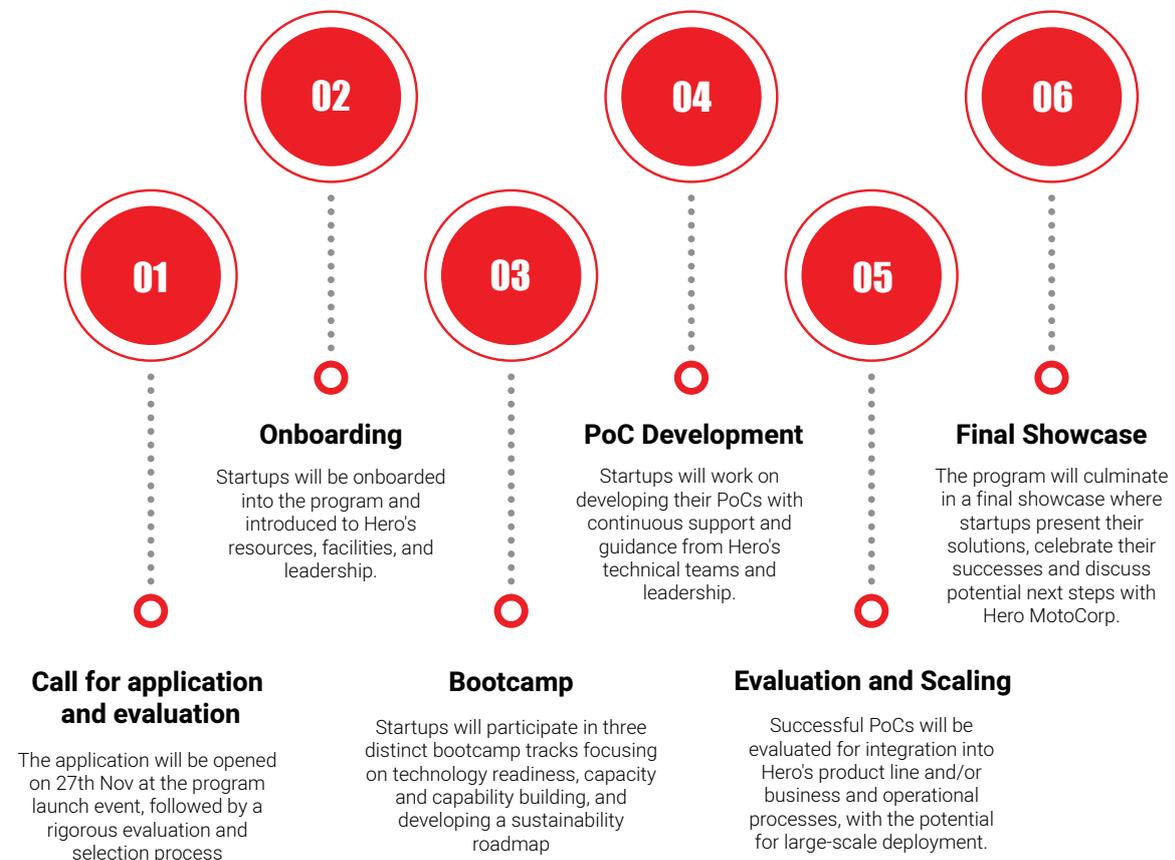
**03**

## Financial and Strategic Support

Each selected startup will get a chance to receive grants up to **INR 40 Lakhs**  
Grants will be disbursed in **tranches upon milestone completion**

# Program Timeline

The Hero For Startups program is designed to run over 10-12 months, with the following key phases:

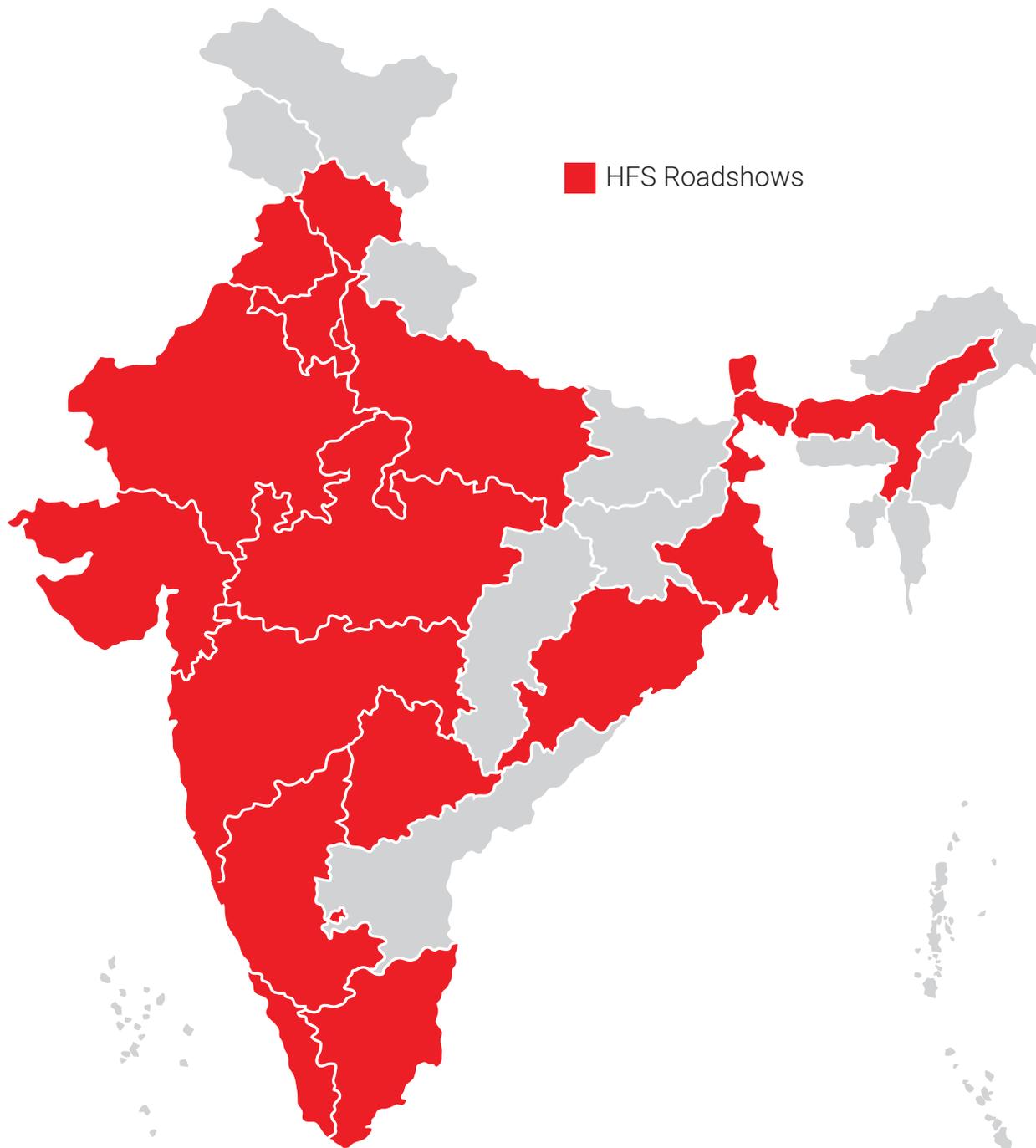


## Our Partners



# Pan India Roadshow

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