

## Case study

# Fueled by trust : Repositioning HF Deluxe around its core strength



## Background

India's entry-level commuter motorcycle segment witnessed dramatic shifts post-pandemic. Consumers increasingly aspired for premium bikes, while new entrants aggressively undercut prices. Hero MotoCorp's HF Deluxe, once the unchallenged leader in the category, experienced a slide in market share, a dip in retail traction, and declining confidence among its dealers.

Despite the erosion, one truth remained: HF Deluxe had the strongest mileage credentials in its category.

## The Challenge

The business needed to reclaim lost ground by restoring trust and relevance—without compromising brand integrity or competing on price. The challenge was to re-establish HF Deluxe as the most sensible and reliable choice for India's value-driven consumers.

The need of the hour was to rekindle relevance, especially in rural and price-sensitive geographies, by leaning into what the brand had always delivered better than anyone: unmatched fuel efficiency.

## Consumer insight : The Value of Proof

For consumers in rural and semi-urban India, ownership is not just functional—it's a matter of pride. Their decisions are rooted in rational, economic value, and lived experience, not advertising claims. Over time, mileage has become a powerful emotional and social currency—a way to signal that one has made a wise, self-reliant, and forward-thinking decision.

Mileage is not just a technical benefit—it is a trusted marker of intelligence, responsibility, and pride. With the right approach, HF Deluxe had the potential to become a symbol of this ethos.

## Strategic Repositioning : Owning what matters most

Reframe the Narrative: From being just an affordable commuter to being India's **"Mileage Ka Hero"**—a reliable, trusted champion of fuel efficiency.

*"Mileage was no longer a spec—it was a badge of pride. And HF Deluxe was the only bike that could truly own it."*

### Brand Pillars

#### Product Truth



Class leading,  
tested mileage

#### Consumer Insight



Value seekers  
seek proof, not  
just promise

#### Emotional connect



Pride in making  
the economical  
choice

#### Credibility Builder



Real riders, real  
results

## 360° Execution Approach: Fueling Belief Across Channels

To ensure the repositioning resonated deeply and widely, a full-funnel strategy was adopted:

- **BTL Activation** – A first-of-its-kind, ground-level campaign where real riders across India were invited to test their HF Deluxe mileage in real-world conditions. These engagements created community buzz, generated word-of-mouth, and re-established belief at the grassroots level.
- **ATL Amplifications - Mileage as the Message.** Print campaigns showcased contest winners and verified mileage numbers
- **Digital storytelling** captured real-life testimonials and video stories from riders who outperformed expectations
- **Dealer Enablement – Rebuilding the Frontline.** Customized collateral and communication were developed for dealers to bring the narrative alive at the point of sale. Dealer confidence improved as footfalls increased and conversions rose.

### Results



#### Market Share

Regained highest 12 month share within 3 months



#### Retail Sales

Sharp uplift, especially in mileage driven states



#### Brand Salience

Growth in brand recall and positive perception



#### Dealer Sentiments

Significant improvement in engagement and confidence

### Conclusion : A Renewed Brand with Momentum

This repositioning initiative re-established HF Deluxe as the most sensible and trustworthy choice for India's value-driven consumers. By turning mileage from a claim into a community-proven credential, the brand reignited emotional pride, restored dealer confidence, and drove measurable gains in retail performance and market share. HF Deluxe didn't just promise fuel efficiency—it proved it, reclaiming its place as India's true "Mileage Ka Hero."