

Rebranding Super Splendor XTEC : From Reliable to Aspirational



In A Glance

Segment : 125 cc motorcycle
Brand : Hero Super Splendor XTEC
TG : Young, semi urban/urban males
Goal : Market Share + Brand Uplift

Product Truth

Tech + styling upgrades to overcome outdated perception in a shifting market

Brand Truth

Aspirational storytelling to appeal to new age riders while staying true to its legacy branding of "Marker of Success"

Consumer quotes (from market study)

"Super Splendor feels like a bike for older generation"
Glamour Owner, Varanasi

"It's seen as a middle class, simple use, family bike which is used to for daily commute and family functions"
Pulsar owner, Gonda

MARKET CONTEXT

India's 125cc commuter motorcycle segment is one of the most fiercely competitive categories, attracting a broad spectrum of riders seeking the ideal blend of performance, reliability, and style. Super Splendor—known for its trusted legacy and robust build—had historically dominated this space through its promise of dependable commuting.

However, in recent years, shifting consumer preferences—especially among younger, semi-urban and urban male riders—revealed a growing desire for motorcycles that deliver more than functionality. Consumers began seeking modern aesthetics, digital features, and aspirational brand cues, even in the commuter segment.

BUSINESS CHALLENGE

The challenge was clear: retain Super Splendor's core strengths (reliability, practicality) while making it relevant to a new generation of riders. The brand needed to evolve from a rational, utilitarian choice to an emotionally engaging, contemporary lifestyle companion.

CONSUMER INSIGHT

For the new-age rider, a motorcycle is not just about transport—it's an expression of ambition, personality, and upward mobility. They want performance paired with presence, tradition enhanced by tech, and legacy upgraded with lifestyle value.

Old Traits of consumer

Hard work,
determination,
Perseverance,
Planning,
Setting goals

New Traits



Risk taking, going against the norms



Smart decisions,
Smart work



Positivity,
Belief in self

STRATEGIC APPROACH



Modernizing the brand narrative : Super Splendor XTEC was reimagined to build up on its earlier positioning as a marker of success, but updated to reflect modern definitions of achievement—driven by individuality, smart work, bold choices, and progress. Positioning Evolution: From "Dependable Commuter" to "Progressive & Smart Performer" while being true to its core identity of being a "Marker of Success"

1

Evolved Role

From traditional family bike to celebrating young successes

2

Aspirational Imagery

Stylish design and meaningful tech that fueled individuality & signaled modernity

3

Upgrading core Identity

From traditional success to new age codes

INTEGRATED GTM ROLLOUT



ATL EXECUTION



Top of mind recall through press coverage



Large format print insertions for visibility



TV spots targeting youth audience



Regional media boosted local relevance

DIGITAL STORYTELLING



Teaser led storytelling with full funnel campaigns



Dual focus on awareness & product education



Amplified reach with social, video ads and performance media

INFLUENCER ENGAGEMENT



Celebrities/lifestyle influencer for relatable high reach content



Aspirational storytelling to drive modern identity



In depth product reviews

RETAIL ACTIVATION



Dealer launches across key regional markets



Upgraded showroom visibility & merchandising



On-Ground activation to reinforce product advantage

RESULTS



1

Uplift in awareness and consideration across target markets

2

Notable market share gain and growth in retail sales Pan India

3

Efficient media ROI with optimised spends across ATL and digital channels

CONCLUSION



This rebranding exercise successfully positioned Super Splendor XTEC as a contemporary choice for the modern rider.. It not only revitalized brand perception but also delivered measurable gains in awareness, preference, market share, and retail traction.