

September 1, 2023

Asst. Vice President, Listing Deptt.,
National Stock Exchange of India Ltd.
Exchange Plaza, Plot C-1, Block G,
Bandra Kurla Complex,
Bandra (E),
MUMBAI - 400 051
Scrip Code: HEROMOTOCO

The Secretary,
BSE Limited
25th Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI - 400 001
Scrip Code: 500182

Sub: Press Release

Dear Sir(s),

Please find enclosed herewith a copy of the Press Release being issued by the Company.

Kindly place the same on your records.

Thanking you,

For Hero MotoCorp Limited

Dhiraj Kapoor
Company Secretary & Compliance Officer

Encl: As above

Hero MotoCorp Ltd.

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www.heromotocorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J



New Delhi, September 1, 2023

HERO MOTOCORP SELLS 4.89 LAKH UNITS OF MOTORCYCLES & SCOOTERS IN AUGUST 2023

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, dispatched **488,717** units in August 2023.

The Company had sold 462,608 units in the corresponding month of the previous year (August 2022).

There is a likelihood of uptick in customer demand heading into the festive season. The better monsoon across most parts of the country and the decent agricultural activity is also likely to contribute towards positive customer sentiments.

August was an action-packed month for Hero MotoCorp which saw new exciting additions to the company's product portfolio.

Hero MotoCorp further bolstered its premium motorcycle segment, with the launch of Karizma XMR at an introductory price of INR 1,72,900/- (ex-showroom Delhi). The motorcycle is powered by 210cc Liquid Cooled DOHC Engine, 6-Speed transmission that comes with Slip and Assist Clutch and Dual Channel ABS. The motorcycle is packed with the segment-first adjustable windshield, Intelligent Illumination Headlamp and Turn- By-Turn navigation guaranteeing an unparalleled motorcycling experience.

Customers can pre-book the Karizma XMR by visiting www.heromotocorp.com or calling on 7046210210 or at Hero MotoCorp dealerships with a booking amount of INR 3,000/-.

The company also introduced the new Glamour in a refreshed avatar in the month of August. It has a perfect balance of aesthetics, high-practicality and efficiency. The new Glamour comes with Hero MotoCorp's revolutionary i3S technology (Idle Stop-Start System), new fully digital console, real time mileage indicator and mobile charging port.

The iconic motorcycle Passion became one of the top-10 best-selling motorcycles in the country. It has emerged as the third Hero MotoCorp motorcycle to join Hero Splendor and Hero HF in the top ten motorcycles of the country.

The Harley-Davidson X440 motorcycle – co-developed by Hero MotoCorp and the iconic American motorcycle maker – received an overwhelming customer response with 25,597 bookings till the time of closure of first round of pre-bookings on August 8th. Customer deliveries of the motorcycle will commence from October.

(more....2)

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Particulars	AUG' 23	AUG' 22	YTD FY'23	YTD FY'22
Motorcycles	452,186	430,799	2,075,418	2,158,381
Scooters	36,531	31,809	157,183	140,000
Total	488,717	462,608	2,232,601	2,298,381
Domestic	472,947	450,740	2,161,401	2,209,590
Exports	15,770	11,868	71,200	88,791

For more information on Hero MotoCorp:

Press Contact:

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