

June 17, 2019

Asst. Vice President, Listing Deptt.
National Stock Exchange of India Ltd.,
Exchange Plaza, Plot C/1, G Block
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 Sirs,

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 Ltd.

A handwritten signature in blue ink, appearing to read 'Neerja Sharma', with a horizontal line underneath.

(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl.: As above

Hero MotoCorp Ltd.

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HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J

New Delhi, June 17, 2019

YERRY MINA RIDES WITH HERO!

YOUTH ICON & POPULAR FOOTBALLER MINA TO AUGMENT HERO'S STRATEGIC BRAND BUILDING INITIATIVES IN COLOMBIA

In keeping with its aggressive brand building initiatives in strategic global markets, **Hero MotoCorp Ltd.**, the world's largest manufacturer of motorcycles and scooters, today announced the appointment of **Yerry Mina**, the popular Colombian professional footballer, as its new Brand Ambassador.

The 24-year-old Mina - one of the promising young footballers - has consistently delivered a series of impressive performances for the Colombian National Football Team (during FIFA World Cup Russia 2018) and his clubs.

Commenting on the announcement **Rajat Bhargava, Head of Strategy, Performance Transformation & Global Business, Hero MotoCorp** said *"Being a youth brand, Hero resonates with the youngsters of today, who are fearless, passionate and self-reliant. As we rapidly expand our footprint across continents, we are constantly engaging with global youth icons that are inspiring a new generation of young achievers. Colombia is one of our key global markets and we are confident that Yerry Mina will add a lot of value to our brand building initiatives there."*

Mina has come on board with Hero MotoCorp at a time when the Delhi (India)-headquartered Company is gearing up to introduce a series of new, technologically advanced and stylish two-wheelers in Colombia, including new premium motorcycles and higher-powered scooters. The Company is set to roll out a multi-media campaign with Mina across different platforms over the coming months.

Yerry Mina said, *"I am excited and honored to associate with a global and youth brand like Hero MotoCorp. The brand embodies innovation, excellence & empowerment and I am personally driven by these characters. I have always been quite impressed with the extensive support that Hero MotoCorp extends to multiple disciplines of sports across the world. I am glad to be a part of the large and diverse Hero family."*

Mina joins the family of illustrious sports persons who are Brand Ambassadors of Hero MotoCorp, including Fifteen-time major winner and legendary golfer Tiger Woods, Argentinian football icon Diego Simone and Indian cricket captain Virat Kohli, among others.

Having rapidly emerged as a popular choice of customers in the Colombian market, Hero MotoCorp is now focusing on growing its presence in the market.

In 2016, Hero MotoCorp became the first Indian two-wheeler company to set-up a manufacturing base in Latin America when it commenced operations at its first international facility at Villa Rica, in Cauca province, Colombia. Widely known as one of the most technologically advanced, sustainable and eco-friendly manufacturing facilities of the region, the plant has a capacity to produce 80,000 units of two-wheelers and currently generates employment opportunities for nearly 1,000 people directly and indirectly, most of who are local inhabitants.

The Company currently has an exciting portfolio of 10 products across segments of motorcycles and scooters in Colombia, including the recently launched premium motorcycle – Thriller 200R. Hero MotoCorp is the only manufacturer to offer four-year warranty scheme on its products in Colombia.

For more information, please visit:

www.heromotocorp.com | [FB: /HeroMotoCorpIndia](https://www.facebook.com/HeroMotoCorpIndia) | [@HeroMotoCorp](https://twitter.com/HeroMotoCorp)

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