



August 28, 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 be 'Neerja Sharma', written over a blue horizontal line.

(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl.: As above

Hero MotoCorp Ltd.

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FOR IMMEDIATE RELEASE



New Delhi, August 28, 2019:

HERO MOTOCORP EXTENDS TITLE SPONSORSHIP OF CARIBBEAN PREMIER LEAGUE FOR THREE YEARS

The Caribbean Premier League (CPL) is delighted to announce that Hero MotoCorp Limited have agreed to extend their title sponsorship of the tournament for another three years.

The extension of the partnership means Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, will continue their title sponsorship of the Hero Caribbean Premier League until the 2022 season.

Hero MotoCorp has been the title sponsor of the Twenty20 cricket league in the Caribbean – popularly called the 'Biggest Party in Sport' - since 2015.

Hero MotoCorp has long been a key partner of marquee sporting events - including cricket, soccer, field hockey and golf - in India and across the globe and the extension of their partnership with the Hero CPL further cements their association with world-class sport. It also demonstrates the value that Hero CPL is delivering across the globe for the league's partners and is a further endorsement of the international standing of the tournament in commercial as well as cricketing terms.

Announcing this here today, **Mr. Richard Bevan, Chairman of Hero CPL**, said "Hero & CPL have become synonymous in every cricket fan's vocabulary and we are delighted to join hands with the World's pre-eminent two-wheel automobile company for three more years. It's true to say that the Hero CPL wouldn't be the magical event that it is without Hero's now long and ongoing support. On behalf of the League and our millions of fans, I would like to extend our thanks and gratitude for this continued commitment to the Biggest Party in Sport"

Dr. Pawan Munjal, Chairman & Chief Executive Officer of Hero MotoCorp said: "Hero is pleased to continue its association with one of the world's most popular and respected T20 franchise tournaments. Having been associated with the Hero CPL from its inception, it is immensely satisfying to see how the tournament has grown and revitalized cricket in the Caribbean. The Hero CPL has been an outstanding launch pad for budding cricketers who are now competing around the world. The extension of our title sponsorship of the Hero CPL is yet another example of our long-term commitment to the promotion of sports around the globe."

ABOUT THE HERO CARIBBEAN PREMIER LEAGUE:

First started in 2013, the Hero Caribbean Premier League (CPL) is a franchise-based T20 format cricket tournament that combines two of the most compelling aspects of Caribbean life – dramatic cricket and a vibrant Carnival atmosphere. Combining broadcast and digital viewership over 200 million fans watched the 2018 season to make it one of the fastest growing leagues in world cricket. In 2018 the tournament made a positive economic impact across the Caribbean of US\$127million. Trinbago Knight Riders are the current Hero CPL champions and the other competing teams are Barbados Tridents, Guyana Amazon Warriors, St. Kitts & Nevis Patriots, St. Lucia Zouks and Jamaica Tallawahs. The 2019 tournament will take place between 4 September and 12 October. For further information visit www.cplt20.com.

About Hero MotoCorp Ltd.

The New Delhi (India)-headquartered Hero MotoCorp Ltd. is the world's largest two-wheeler manufacturer in terms of unit volumes sold by a single company in a year — the coveted position it has held for the past 18 consecutive years. The Company has sold over 90 million motorcycles and scooters in cumulative sales since inception. Hero MotoCorp currently sells its products in 37 countries across Asia, Africa and South and Central America. Hero MotoCorp has seven state-of-the-art manufacturing facilities, including five in India, and one each in Colombia and Bangladesh. Hero MotoCorp has two world-class, state-of-the-art R&D facilities — the Centre of Innovation and Technology (CIT) in India and Hero Tech Centre Germany GmbH.

Hero and Sports

Hero MotoCorp is one of the leading Global Corporate Promoters of Sports, thanks to the personal commitment of Dr. Pawan Munjal, Chairman, Hero MotoCorp. Driving innovation in Sports, the Company has had long standing association with multiple sporting disciplines, including Soccer, Golf, Cricket, Field Hockey and Motorsports. Hero MotoCorp is the title sponsor of all the major domestic soccer leagues in India, and is also the Sponsor of the Indian national soccer teams for both men and women across age groups. It has also been a long-term partner of the FIH, the apex body of international field hockey. Having been associated with Cricket for more than two decades in various capacities, it was earlier one of the Global Partners of the International Cricket Council (ICC). The Company is also prominently present on the global Golf map through its associations with the PGA Tour, European Tour, Asian Tour and the Ladies European Tour. Hero MotoSports Team Rally, the Company's motorsports team has become one of the flag-bearers of Indian motorsports since its inception. 15-time major winner Tiger Woods is Hero's Global Corporate Partner. Leading Cricketer and Captain of Indian National Cricket Team across formats, Virat Kohli is Hero's Brand Ambassador. Argentine Soccer legend and current coach of Atletico Madrid Diego Simeone and popular Colombian footballer Yerry Mina are also Hero MotoCorp's Brand Ambassadors.

For information on Hero MotoCorp:

www.heromotocorp.com | FB: /HeroMotoCorpIndia | Twitter: @HeroMotoCorp

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