

December 1, 2020

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 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 Limited



(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl: As above

New Delhi, December 1, 2020

HERO MOTOCORP CONTINUES ROBUST SALES MOMENTUM IN NOVEMBER'20

SELLS MORE THAN 5.91 LAKH UNITS OF MOTORCYCLES AND SCOOTERS WITH 14.4 % GROWTH

Strengthening its market leadership, **Hero MotoCorp Ltd**, the world's largest two-wheeler manufacturer, registered yet another month of strong sales. The company sold **591,091** units of motorcycles and scooters in November 2020.

Continuing to ride over the challenging market conditions caused by Covid-19, Hero MotoCorp reported a robust double-digit growth of 14.4% over the corresponding month of the previous year (November 2019), when the company had sold **516,775 units**.

Hero MotoCorp has led the revival in the two-wheeler industry this year and this was witnessed in the record retail sales that the company registered in the recently concluded festival period. More than **14 lakh units** were retailed in the 32- day period starting from Navratras till Bhai-Duj.

A best-in-class product portfolio, various festive initiatives, new-age digital sales solutions and a safe and sanitized customer buying experience at dealerships enabled the surge in sales.

The strong growth in sales has seen the company further strengthening its market leadership across motorcycle and scooter category, signaling the strong faith that Indian buyers continue to show for the most trusted brands.

The company has been continuously ramping up supply and production across its manufacturing units to cater to the increased demand. Hero MotoCorp believes that the growth in personal mobility post Covid-19 restrictions will further strengthen the demand for two-wheelers. The company intends to further strengthen its product portfolio, as well as consumer offerings to ride this wave further.

	Nov'20	Nov'19	YTD FY'21	YTD FY'20
Motorcycles	541,437	479,434	34,80,990	43,07,141
Scooters	49,654	37,341	294,900	343,222
Total	591,091	516,775	37,75,890	46,50,363
Domestic	575,957	505,994	36,78,348	45,34,499
Exports	15,134	10,781	97,542	115,864

Highlights for November 2020	
Strengthening of Leadership Team	<ul style="list-style-type: none"> Hero MotoCorp appointed global mobility expert Michael Clarke to the newly created position of Chief Operating Officer (COO), with the additional role of Chief Human Resources Officer (CHRO). Based out of India, Mike will join Hero MotoCorp effective January 1, 2021 and report to Dr. Pawan Munjal, Chairman & CEO of Hero MotoCorp. A business leader with more than 25 years' global experience, Mike has worked in leadership roles in some of the world's top companies, such as Fiat Group SPA and Delphi Technologies.
Product Launches	<ul style="list-style-type: none"> Hero MotoCorp launched the Xtreme 200S in the BS-VI avatar. Xtreme 200S is a striking and powerful chapter in the Company's well rounded premium portfolio. Focused on catering to the aspirations of the youth across the country, the Xtreme 200S offers a dynamic combination of performance, styling, and differentiated appeal. The Xtreme 200S BS-VI comes at an attractive price of Rs 1,15,715/-*.
Customer Initiatives	<ul style="list-style-type: none"> Hero MotoCorp enhanced its marquee 'collaborative' platform – Hero CoLabs – into a crowd-sourcing platform. As part of the 'App Challenge', participants will be required to re-design the UI/ UX of the Hero Customer App. The participants will be judged on two criteria - Interface design and the ease-of-access of existing and new features. These will be open to participants across Hero MotoCorp's global markets, in addition to India.
Sustainability Index	<ul style="list-style-type: none"> Hero MotoCorp became the first two-wheeler manufacturer to be listed in the Dow Jones Sustainability Index (DJSI) Emerging Market. Our constant focus on diversity & inclusion, strong business code of conduct, employee development, corporate citizenship & philanthropy and initiatives around carbon, water (water positive organization) & waste (zero waste to landfill) helped us to achieve prestigious benchmark. HMCL is one of the 11 companies to be included in the DJSI Emerging market index.
CSR Initiatives	<ul style="list-style-type: none"> Hero MotoCorp donated unique First Responder Vehicles (FRVs) to the government authorities in Maharashtra, Mizoram and Himachal Pradesh in the month of November. These special and versatile vehicles help to reach out to patients in rural and remote areas and transfer them to closest hospitals. The FRVs have been custom-built as an upgrade on powerful Xtreme 200R motorcycles. Till date, 39 FRVs have been handed over to various state authorities.
State Government Initiatives	<ul style="list-style-type: none"> Hero MotoCorp delivered 751 Hero Glamour BS-VI motorcycle to Karnataka's police department. Shri B. S. Yediyurappa, Hon'ble Chief Minister of Karnataka and Shri Basavaraj Bommai, Hon'ble Home Minister of Karnataka flagged off the Glamour motorcycle rally.

Press Release

For more information, please visit:

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

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