

November 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, November 1, 2020

HERO MOTOCORP CREATES HISTORIC RECORD IN VOLUME SALES IN A SINGLE MONTH

SELLS MORE THAN 8 LAKH MOTORCYCLES & SCOOTERS IN OCTOBER 2020

Reflecting a strong customer preference for most trusted brands, Hero MotoCorp Ltd, the world's largest two-wheeler manufacturer, sold **806,848 units of motorcycles and scooters in October 2020 – its highest-ever sales in any single month.**

Continuing its growth momentum, Hero MotoCorp reported a robust double-digit growth of **35%** over the corresponding month of the previous year (October 2019), when the company had sold **599,248 units.**

A positive turnaround in customer sentiments – particularly for motorcycles across markets, continued government policy support and a credible resumption of supply chain, logistics and business operations have enabled the company to achieve record numbers during the auspicious festive period.

With the higher dispatches during the month, the company's customer touch points across the country now have adequate inventories in line with market demand in the ongoing festival period.

The company has also registered significant gains in market share in the second quarter (July-September) across product categories and geographies and expect to further build on this momentum going ahead.

	Oct'20	Oct'19	YTD FY'21	YTD FY'20
Motorcycles	732498	552672	2939553	3827707
Scooters	74350	46576	245246	305881
Total	806848	599248	3184799	4133588
Domestic	791137	586988	3102391	4028505
Exports	15711	12260	82408	105083

Highlights for October 2020	
Strategic Partnership	<ul style="list-style-type: none"> Hero MotoCorp announced a new journey with the legendary motorcycle manufacturer Harley-Davidson for India market. Hero MotoCorp will sell and service Harley-Davidson motorcycles and sell Parts & Accessories and General Merchandise riding gear and apparel in India under a distribution agreement. Hero MotoCorp will also develop and sell a range of premium motorcycles under the Harley-Davidson brand name as a part of a Licensing agreement.
Product Launches	<ul style="list-style-type: none"> Hero MotoCorp reinvigorated the 125cc segment category with the launch of Maestro Edge 125 Stealth scooter priced at Rs. 72,950/-* and a special edition of the popular Glamour motorcycle – the Glamour Blaze priced at Rs 72,200/-* The company added two new editions of its products in the 110cc category – Splendor+ Black and Accent motorcycle available for Rs. 64,470/-* and the new Pleasure+ Platinum scooter available at a price of Rs. 60,950/-* <p><small>*(Ex-Showroom, Delhi)</small></p>
Strengthening of Leadership Team	<ul style="list-style-type: none"> Hero MotoCorp appointed Air Chief Marshal (Retd.) B. S. Dhanoa as a Non-Executive and Independent Director on the Board of the Company. Sanjay Bhan, returns to Hero MotoCorp as Head of Global Business (GB) and will play a key role in the rapid expansion and consolidation of Hero in the international markets. Malo Le Masson assumes the responsibility of Head of Strategy.
Motorsports	<ul style="list-style-type: none"> Hero MotoSports Team Rally had a solid run in the final stage of the Andalucía Rally, with all three riders of the Team utilized the opportunity to acquire some more saddle time and proficiency, ahead of the 2021 Dakar Rally.
CSR Initiatives	<ul style="list-style-type: none"> Hero MotoCorp donated 12 unique First Responder Vehicles (FRVs) to the government authorities in Uttarakhand and Himachal Pradesh in the month of October. 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, 33 FRVs have been handed over to various state authorities.
Customer Outreach Programs	<ul style="list-style-type: none"> Hero MotoCorp introduced a 24x7 Roadside Assistance (RSA) program for its customers. This program allows Hero customers to ride without any worries and provides 24x7 assistance to the customers across India. Customer will be able to easily access the RSA through the toll-free number or through the Hero Customer App.

Press Release

For more information, please visit:

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

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