

July 14, 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



For immediate release

Tuesday July 14, 2020

Hero MotoCorp announced as the Title Partner of Hero Open

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, has been announced as the Title Partner of the Hero Open – the second of six events in the European Tour's new UK Swing.

Originally announced as the English Open, the newly named Hero Open takes place at the Marriott Forest of Arden, Birmingham, England from July 30 – August 2.

The announcement further strengthens the relationship between the European Tour and Hero MotoCorp, with the latter recently having announced an extension to its commitment to the Hero Challenge until 2022, a unique concept which sees European Tour stars go head-to-head in an innovative shootout under lights in iconic locations across the globe.

Following changes to the 2020 Race to Dubai schedule which means some scheduled Hero Challenges will not go ahead as planned, Hero continue to build on their relationship with the European Tour by supporting the UK Swing.

Hero remain a long-term sponsor of the Betfred British Masters hosted by Lee Westwood at Close House, the first event in the six week UK run which takes place next week, and now title sponsoring the Hero Open the following week.

Dr Pawan Munjal, Chairman & CEO of Hero MotoCorp, and one of India's foremost corporate leaders, said: "Golf is the sport of business, which is why Hero is such a strong supporter of the game globally. The world is currently going through an unprecedented period due to the Covid-19 pandemic. I am confident that we all together will come out of this situation much stronger and more resilient. The UK Swing once again demonstrates the European Tour's ability to be innovative and Hero is delighted to support this initiative."

Keith Pelley, Chief Executive of the European Tour, said: "We are thrilled to strengthen our partnership with Hero MotoCorp during the upcoming UK Swing, particularly with the support they have shown as title partner of the Hero Open. We are delighted to have their continued commitment during these unprecedented times, and we must thank Dr Pawan Munjal for his vision as Hero continue to help us showcase our fantastic game to the rest of the world."

In addition to the Hero Open, Hero MotoCorp will participate in the European Tour's 'Golf for Good' initiative at the Betfred British Masters, offering £20,000 to the first professional golfer to make a hole-in-one during the tournament days at Close House, with the prize money equally split between that professional and the Sir Graham Wylie Foundation, the official charity of the Betfred British Masters.

The European Tour is '**Driving Golf Further**' through our guiding principles of being **innovative, inclusive** and **global**.

Innovative: The European Tour is driving innovation in golf through the creation of award-winning content, pioneering tournament formats and the use of the latest technology and inventive fan engagement. We have recognised the need for golf to modernise for future fans and we are committed to engaging new audiences whilst respecting the tradition of our sport.

Inclusive: We are committed to include all who share a love for the game of golf. We are passionate about a closer collaboration with the women's game, disability golf and promoting the health benefits of playing golf.

Global: Since the European Tour was formed in 1972, players from 36 different countries have won tournaments, while our live broadcast reaches more than 490 million homes in more than 150 countries every week, generating in excess of 2,200 global broadcast hours for each event. We also enjoy the support of many of the world's leading

business brands with Rolex, BMW, Callaway, DP World, Dubai Duty Free, Emirates, Hilton and Workday as Official Partners.

The European Tour also manages the developmental Challenge Tour and the Staysure Tour (formerly known as the Senior Tour) which is the men's professional golf tour for members aged 50 and older.

The European Tour is also the Managing Partner of Ryder Cup Europe, the body which, alongside the PGA of America, administers golf's greatest team contest, The Ryder Cup.

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 19 consecutive years. The Company has sold over 95 million motorcycles and scooters in cumulative sales since inception. Hero MotoCorp currently sells its products in more than 40 countries across Asia, Africa and South and Central America. Hero MotoCorp has eight state-of-the-art manufacturing facilities, including six 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 the northern Indian state of Rajasthan, and Hero Tech Centre Germany GmbH.

Hero MotoCorp is one of the largest corporate promoters of multiple disciplines of sports, including, Golf, Football, Field Hockey, Cricket and MotorSports.

Fifteen-time major winner Tiger Woods is Hero's Global Corporate Partner. Argentine Soccer legend and current coach of Atletico Madrid Diego Simone and popular Colombian footballer Yerry Mina are also Hero Brand Ambassadors.

For more information:

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

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