

February 3, 2021

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

Hero MotoCorp Ltd.

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HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J





New Delhi, February 3, 2021

HERO MOTOCORP SETS UP DEDICATED VERTICAL FOR HARLEY-DAVIDSON BUSINESS, TO BE HEADED BY RAVI AVALUR

ELEVEN HARLEY DEALERS JOIN HERO MOTOCORP NETWORK

WHOLESALE DISPATCH COMMENCE TO NEW DEALERS

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, has set up a separate vertical to drive its new business of Harley-Davidson products and merchandise distribution in India.

Global automotive expert Ravi Avalur has been appointed as the Business Unit Head of the new vertical. Ravi will report to Dr. Pawan Munjal, Chairman & CEO, Hero MotoCorp.

Ravi has joined Hero MotoCorp from Engines and Engine Components manufacturer Cooper, where he was the Head of Strategy and International Business. Prior to Cooper, Ravi was the Managing Director at Ducati India.

The Team in the new Business Unit also includes four executives from Harley-Davidson's erstwhile India operations, bringing in years of competencies in the areas of sales, marketing, customer experiences, service and logistics.

The Company has also commenced wholesale dispatches of Harley Davidson products to the dealers from January 18.

Meanwhile, Hero MotoCorp has on-boarded 11 existing Harley-Davidson dealers in key geographies across the country.

H-D DEALERS NAME	CITY
BENGAL SPEED AUTOMOBILES PVT LTD (Bengal Harley-Davidson)	KOLKATA
BAFNA MOTORCYCLES PVT LTD (Seven Islands Harley-Davidson)	MUMBAI
CONCEPT MOTORBIKE COMPANY PVT LTD (Nine Bridges Harley-Davidson)	AHMEDABAD
MOKSHA MOTORBIKE COMPANY PVT LTD (Two Rivers Harley-Davidson)	PUNE
TUSKER MOTORCYCLES PVT LTD (Tusker Harley-Davidson)	BENGALURU (LAVELLE ROAD)
EAST COAST MOTORS (Marina Harley- Davidson)	CHENNAI
EXCELSIOR MOTORS PVT LTD (Spice Coast Harley-Davidson)	KOCHI
JYOTE AUTOMOTIVES PVT LTD (Konark Harley-Davidson)	BHUBANESHWAR
STERLING MOTORBIKES PVT LTD (Capital Harley-Davidson)	DELHI (MATHURA ROAD)
UTTAM SONS PVT LTD (Foothills Harley- Davidson)	DEHRADUN
SRIJAYALAKSHMI AUTOMOBILES PVT LTD (Banjara Harley-Davidson)	HYDERABAD

Hero MotoCorp will also expand the service, parts and accessories business beyond the 11 cities currently covered by the newly appointed dealers, to a pan-India level through its extensive dealer network.

With customer-centricity and commitment to globally benchmarked sales and aftersales service as their focus, Hero MotoCorp and Harley-Davidson are committed together to providing a smooth and hassle-free ownership experience to the existing and future Harley Davidson customers in India.

Details of new model launches will be shared closer to launch dates.

To know more about Harley-Davidson in India, please see:

www.harley-davidson.com
FB: @HarleyDavidsonIndia
Twitter: @HarleyIndia
IG: @HarleyDavidson_India
YT: @HarleyDavidsonIndia

Press Release

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For more information on Hero MotoCorp:

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