

October 1, 2018

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**  
25<sup>th</sup> 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.



(Neerja Sharma)  
Company Secretary



Encl.: as above

**New Delhi, October 1, 2018**

**HERO MOTOCORP FURTHER STRENGTHENS MARKET  
LEADERSHIP WITH YET ANOTHER GLOBAL MILESTONE  
BECOMES THE FIRST TWO-WHEELER COMPANY TO SURPASS  
THE 750,000 MARK IN MONTHLY SALES  
CLOCKS 769,138 UNITS IN SEPTEMBER 2018 – ITS HIGHEST-  
EVER SALES IN ANY MONTH**

Continuing its strong momentum, **Hero MotoCorp Ltd**, the world's largest two-wheeler manufacturer, sold **769,138** units of motorcycles and scooters in September 2018 – its highest-ever sales in any single month.

This is the 5<sup>th</sup> occasion overall, and the 3<sup>rd</sup> in the current fiscal (FY'19) in which the Company has crossed the seven-lakh sales mark in a month.

This is also the first time that a single two-wheeler company has surpassed the 750,000 mark in monthly sales.

Hero MotoCorp has already crossed 4.2 million sales in the first six months of this financial year (Apr - Sept'18). With the peak festival season coming up in the months of October and November, the Company is confident of setting yet another global benchmark in retail sales during the period this year.

In the month of September, Hero MotoCorp commenced the nationwide sales of its new premium motorcycle – the Xtreme 200R. Coinciding with this, the Company also launched a multimedia campaign for the Xtreme 200R, featuring India's cricket captain Virat Kohli, across TV, Print, Outdoor and Digital platforms.

There has recently been a circular from the Insurance Regulatory and Development Authority (IRDA) regarding increase in the personal accident cover for two-wheelers, which if implemented, is likely to increase the cost to the customer. The Society of Indian Automobile Manufacturers (SIAM) has already taken up the matter with IRDA for a review, and we are hopeful of a positive outcome.

The long term macro fundamentals of the two-wheeler industry continue to remain strong and we are optimistic of a good festival season.

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Press Release

**For more information:**

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