

April 18, 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
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 Ltd.

A handwritten signature in blue ink, appearing to read 'Neerja Sharma', with a horizontal line underneath.

(Neerja Sharma)
Company Secretary

Encl.: as above

Hero MotoCorp Ltd.

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HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN NO.: AAACH0812J



New Delhi, April 18, 2018

HERO MOTOCORP SETS NEW BENCHMARK IN AFTER-SALES SERVICE

LAUNCHES E-COMMERCE PORTAL TO RETAIL HERO GENUINE PARTS

Hero MotoCorp Ltd., the world's largest two-wheeler manufacturer, has set a new benchmark in the two-wheeler market by launching an e-commerce portal to retail Hero Genuine Parts and Accessories.

www.hgpmart.com- an exclusive e-commerce platform dedicated to Hero customers – will enable them to purchase Hero Genuine Parts and Hero Genuine Accessories online directly from the Company. The will allow them to buy the correct parts for their motorcycles and scooters, at the click of a button, from the comfort of their homes.

As the market leader, Hero MotoCorp is focused on innovation across its service offerings. Through this is e-commerce website, the Company plans to reach its customers across the country efficiently.

Hero MotoCorp will use a hub and spoke model to ensure deliveries to customers are swift and timely. The Company will service the customers through its extensive reach of close to 100 Parts distributors across the country. Thus, ensuring smooth supply and easy availability of fast-moving parts.

Designed to ensure a simplified purchase experience, the platform will allow customers to buy their products in 3 easy steps –

1. Select the two-wheeler make/ model
2. Select the Part Category
3. Select Part & Click to purchase

The Company has partnered with Delhivery, a pan India e-commerce logistics service provider, to deliver parts and accessories to customers across the country.

Hero MotoCorp had earlier partnered with Snapdeal, through which the company sold over 500,000 two-wheelers, in just over a calendar year.

For more information, please visit:

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

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