

March 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
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.



(Neerja Sharma)
Company Secretary



Encl.: as above



New Delhi, March 01, 2018

**HERO MOTOCORP CONSOLIDATES MARKET LEADERSHIP WITH
YET ANOTHER MONTH OF MORE THAN 6-LAKH UNITS VOLUME
SALES**

**REGISTERS 629,597 UNIT SALES IN FEBRUARY 2018, WITH A
GROWTH OF 20%**

Riding on robust demand for its popular range of two-wheelers, **Hero MotoCorp**, the world's largest two-wheeler manufacturer, yet again delivered a strong sales performance in February 2018, thereby further consolidating its dominant market leadership.

Hero MotoCorp sold **629,597 units of two-wheelers in February 2018, registering a growth of 20%** over the corresponding month last year (February 2017), when the company had sold 524,766 units.

This is the ninth month (out of 11 months) in this fiscal (FY'18) so far when Hero MotoCorp has crossed 6-lakh units in monthly sales.

This sales performance by Hero MotoCorp has been driven by strong growth in scooters, in addition to the continued momentum across the range of its motorcycle brands.

The Company showcased India's first 200cc adventure motorcycle – 'XPulse' and its new range of scooters – 'Maestro Edge 125' and 'Duet 125' – at the recently concluded Auto Expo – The Motor Show 2018, earlier in the month.

These products will be available in the market over the next few months.

During the month, Company's unique customer care program – Hero Joyride, achieved a significant milestone, by crossing over 'One Million Registrations' within 400 days of its launch.

Launched in January 2017, Hero Joyride Program is a Pan-India Smart Card based Annual Maintenance Package. Under the Program, customers are offered a host of exciting benefits and savings on service of their Hero MotoCorp two-wheelers at Hero Authorised Service Centres. The Program guarantees substantial savings on periodic maintenances, service labor cost, two-wheeler parts etc. Thus, ensuring proper maintenance and higher resale value of the vehicle. For more information about the Program, please visit: www.heromotocorp.com/en-in/hero-joyride/

For more information:

Please visit: www.heromotocorp.com / FB: [/HeroMotoCorpIndia](#) / Twitter: [@HeroMotoCorp](#)

*Press Contact:
corporate.communication@heromotocorp.com*

*Weber Shandwick – India
Mansi Molasi +91 9650215869 mmolasi@webershandwick.com*