

February 28, 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'.

(Neerja Sharma)
Company Secretary

Encl.: as above

Hero MotoCorp Ltd.

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HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN NO.: AAACH0812J



New Delhi, February 28, 2018

HERO MOTOCORP SETS A BENCHMARK WITH ITS NEW CUSTOMER CARE PROGRAM – HERO JOYRIDE

**PROGRAM CROSSES ‘ONE MILLION’ CUSTOMER REGISTRATIONS
IN JUST 400 DAYS**

HERO JOYRIDE OFFERS CONVENIENT VEHICLE MAINTENANCE SOLUTIONS

In a strong reaffirmation of unwavering customer care, **Hero MotoCorp Ltd.**, the world’s largest two-wheeler manufacturer, accomplished a significant feat this month by crossing over **‘One Million Registrations’** for its unique after-sales service offering – **Hero Joyride Program**.

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/

Through the Joyride Program, the Company has demonstrated its strong focus on enhancing the after-sales experience of millions of its customers. The Program has been very well received by the customers with a million customers registering for the Joyride Program within 400 days of its launch.

Commenting on the accomplishment, **Mr. Ashok Bhasin, Head – Sales & Customer Care, Hero MotoCorp**, said, *“Hero MotoCorp is committed to providing Best-in-Class sales and after-sales experience for its valued customers. We thoroughly study customer requirements and accordingly introduce distinct and innovative programs to offer maximum convenience and hassle-free vehicle ownership to our customers. The Hero Joyride Program is a step in this direction. Not only does the Program offer peace of mind to the customers, through the use of modern technology, it enables them to utilize the offerings across the country without any*

delay or tedious processes. We expect the registrations to further go up significantly in the coming months.”

To celebrate this milestone, Hero MotoCorp has launched a **'Joyride Carnival'** in the festive week of Holi (*from February 25 to March 31 2018*). During the Carnival period, all the customers enrolled under the program will be offered complementary washing & cleaning of their two-wheelers at Hero Authorized Service Centres.

In addition to the Hero Joyride Program, the Company already has a host of value-based after-sales initiatives for its customers, such as the 5 Year Warranty Scheme, Hero GoodLife Program, 5 Free Services and One-Stop Insurance solutions, all of which are available through a widely spread distribution network of over 6500 Hero touchpoints across the country.

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For more information:

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

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