

October 13, 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



Press Release

Buenos Aires (Argentina)/New Delhi (India), October 13, 2021

HERO MOTOCORP BOLSTERS ITS GLOBAL BUSINESS OPERATIONS

PARTNERS WITH GILERA MOTORS ARGENTINA

GILERA MOTORS ARGENTINA TO EXPAND OPERATIONS WITH NEW INVESTMENT

In keeping with its aggressive global business strategy, **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, has partnered with **Gilera Motors Argentina** to reinvigorate and expand its operations in Argentina – one of the key markets in South America.

Hero MotoCorp and Gilera Motors Argentina have entered into an agreement, as part of which Gilera Motors will be the exclusive distributor for the sale and service of Hero MotoCorp motorcycles and scooters in the country. It will also make new investments in operations to drive business growth.

With more than 68 years of sustained operations, Gilera Motors Argentina is one of the leading automotive companies in Argentina and one of the most enduring motorcycle manufacturers in Latin America.

Sanjay Bhan, Head – Global Business, Hero MotoCorp, said, *“Argentina is an important market for us and we are happy to have Gilera Motors Argentina as our partners here. With their long history and expertise in the motorcycle market, Gilera is the ideal partner for Hero MotoCorp in Argentina as we introduce our technologically-advanced and globally benchmarked products and services here. Our immediate focus is to develop a robust and widespread sales, service and spare parts network across the entire country. We expect our new range of products to excite the customers and our market share to grow in the near future.”*

Ramiro Di Liscia, Director of Gilera Motors Argentina, said, *“We are excited to partner with a global player like Hero MotoCorp and are confident that this will be a successful partnership. The partnership's business operations are expected to have a multiplier effect on the local economy, by bringing in investment and generating new direct and indirect jobs.”*

Commenting on the alliance, **Omar Caruso, Vice-president of Gilera Motors Argentina**, said, *“With our new investments we will set-up modern and state-of-the-art operations to support the roll-out Hero MotoCorp’s globally popular products, including latest motorcycles which comply with Euro 3 and Euro 4 standards”*.

Hero MotoCorp and Gilera Motors Argentina have an aggressive expansion plan that includes scaling up the sales and service network across the country, including a flagship store in Buenos Aires where customers can experience Hero MotoCorp’s world-class products and services. The companies are also focused on ensuring the availability of spare parts for all customers.

Hero MotoCorp will launch a range of new motorcycles in the country including the Xpulse 200 and Hunk 160R. The Xpulse 200 is an on/off-road motorcycle that has already been highly successful around the world and especially in the Latin American markets.

Hero MotoCorp’s products are designed and developed at its world-class R&D centers in India and Germany and manufactured at its state-of-the-art manufacturing facilities in India, Colombia and Bangladesh.

About Hero MotoCorp Ltd.

The New Delhi (India) headquartered Hero MotoCorp Ltd. is the world’s largest manufacturer of motorcycles and scooters, in terms of unit volumes sold by a single company in a year — the coveted position it has held for the past 20 consecutive years. The Company has sold over 100 million motorcycles and scooters in cumulative sales since its inception. Hero MotoCorp currently sells its products in more than 40 countries across Asia, Africa, Middle East, and Latin America. Hero MotoCorp has eight state-of-the-art manufacturing facilities, including six in India, and one each in Colombia and Bangladesh. Hero MotoCorp has two world-class, state-of-the-art R&D facilities — the Centre of Innovation and Technology (CIT) in India and Tech Centre Germany (TCG) near Munich. Hero MotoCorp is one of the largest corporate promoters of multiple disciplines of sports, including, Golf, Football, Field Hockey, Cricket and Motorsports. Fifteen-time Major winner Tiger Woods is Hero’s Global Corporate Partner.

For more information, please visit:

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

Press Contact:

Corporate.communication@heromotocorp.com

About Gilera Motors Argentina S.A.

Founded in 1953, Gilera is one of the oldest motorcycle manufacturers in Latin America. Since 1978, the company belongs to an economic group whose shareholding composition is made up of the Vacas and Caruso families, who have been cooperating for more than 40 years, dedicated to the motorcycle business. They have an industrial facility in Carlos Spegazzini, Buenos Aires Province, with four assembly lines distributed in 19,000 m²; within a property of 145,000 m². They also have a distribution center in Catamarca, a strategic location to supply the demand of the northern region of the country. With more than 200 distributors nationwide, Gilera Motors Argentina is one of the main players in the local automotive market.

For more information, please visit:

www.gilera.com.ar | FB: @GileraMotorsARG | TW: @GileraMotorsArg | IG: @GileraMotorsArg