

January 1, 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 Ltd.



(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl.: As above

New Delhi, January 1, 2021

HERO MOTOCORP CONTINUES SALES MOMENTUM IN DECEMBER'20 TO CLOCK 4.4 LAKH UNITS

REPORTS BEST-EVER Q3 WITH 18.45 LAKH UNITS

Capping off a highly disrupted and challenging year on a positive note, **Hero MotoCorp Ltd**, the world's largest two-wheeler manufacturer sold **447,335 units** of motorcycles and scooters in December'20.

The company had sold 424,845 units over the corresponding month of the previous year (December 2019).

Hero MotoCorp further consolidated its market leadership by clocking its best ever third quarter, with **18.45 lakh units** sold during the October-December period. This is a 19.7% growth over the corresponding quarter in the previous fiscal (FY'20) when the Company had sold 15.41 lakh units.

The December volumes indicate the continuously improving consumer sentiment and the company expects the positive trend to continue in the new year, despite challenges posed by Covid-19 pandemic.

The wide range of best-in-class products and consistent alignment of new technologies and services will ensure company's strong growth impetus in 2021.

	Dec'20	Dec'19	YTD FY'21	YTD FY'20
Motorcycles	415,099	403,625	38,96,089	47,10,766
Scooters	32,236	21,220	3,27,136	3,64,442
Total	447,335	424,845	42,23,225	50,75,208
Domestic	425,033	412,009	41,03,381	49,46,508
Exports	22,302	12,836	1,19,844	1,28,700

Highlights January-December 2020	
Product Launches	<ul style="list-style-type: none"> - Launched a range of premium and youthful motorcycles- Xtreme 160R, Xtreme 200S (BS-VI), Pleasure+ Platinum, Glamour Blaze and Splendor+ Black and Accent - Commenced despatches of the new BS-VI scooter range - Pleasure+ 110 FI, Destini 125 and Maestro Edge 125 - Introduced the new Hero Passion Pro, Hero Splendor+ and Hero Glamour, Hero Super Splendor - Launched the Hero XPulse 200 Rally Kit for rallying enthusiasts
Strategic Partnership	<p>Entered into an alliance with Harley-Davidson</p> <ul style="list-style-type: none"> - To develop and sell a range of premium motorcycles under the Harley-Davidson brand name - To sell and service Harley-Davidson motorcycles - To sell Parts & Accessories and General Merchandise riding gear and apparel through a network of brand-exclusive Harley-Davidson dealers and Hero's existing dealership network in India
Investments	<ul style="list-style-type: none"> - Made an additional investment of Rs 174 crore (US\$ 24 million) in Ather Energy, taking up its shareholding in the Company to 34.81%
Sales Milestones	<ul style="list-style-type: none"> - Registered its highest-ever sales for any month in October 2020 with 806,848 units - Retailed more than 1.4 million units of motorcycles and scooters during the 32-day festive period
Customer Outreach Programs	<ul style="list-style-type: none"> - Launched an integrated online sales platform - 'eSHOP' to enable a seamless purchase experience for the customers - Launched the 'App Challenge' and 'Hero CoLabs - The Design Challenge', innovative platforms fostering creativity and technical & design skills among budding designers, programmers, developers, students - Introduced 'Hero Connect', a cloud-based new-age application that offers smart riding experience - Introduced a 24x7 Roadside Assistance (RSA) program for its valued customers - Organized countrywide mega service carnival offering exclusive sale, service and exchange schemes for customers

<p>Strategic Sports Initiatives</p>	<ul style="list-style-type: none"> - Hero MotoSports Team Rally won the BAJA Portalegre Rally in Spain; Sebastian Buhler emerged victorious and also won the 2020 FIM Cross-Country BAJAs World Cup - Hosted the Hero Caribbean Premier League (Hero CPL), the first mainstream T20 cricket league of the new normal - Became the Title Partner of the Hero Open – the second of six events in the European Tour’s new UK Swing - Introduced a one-of-a-kind (digital) experiential boot-camp – ‘The Rally Life Navigator’ to familiarize rally enthusiasts to navigation - Hosted ‘XTracks – Live the Thrill’, an adventure riding experience with Hero Xpulse 200 in Chandigarh and Kochi - Participated in the Andalucia Rally with its rally-racing venture, Hero MotoSports Team Rally - Hosted the exciting one-hole knock-out contest – The Hero Challenge in Abu Dhabi
<p>CSR Initiatives</p>	<ul style="list-style-type: none"> - Contributed Rs. 100 Cr, along with other Hero Group companies, for COVID-19 relief efforts - Distributed 23 lakhs meals, 34,000+ ration kits, 37,201 litres of sanitizers, 44 lakhs face masks and 44,000+ PPE kits to the government hospitals, Police departments and other agencies - Handed over 53 unique First Responder Vehicles (FRVs), custom-built as an upgrade on powerful Xtreme 200R motorcycle, to the government authorities in Punjab, Haryana, Rajasthan, Uttar Pradesh, Gujarat, Andhra Pradesh, Maharashtra, Mizoram, Jammu and Kashmir, Chhattisgarh, Himachal Pradesh and Orissa - Delivered 751 units of Hero Glamour to Karnataka Police - Presented 100 Hero scooters – Destini 125 & Maestro Edge 125 - to the women police officers of Gorakhpur Police Department

For more information, please visit:

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

Press Contact:

corporate.communication@heromotocorp.com