

April 01, 2022

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**  
25<sup>th</sup> 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**



**(Dhiraj Kapoor)**  
**Company Secretary & Compliance Officer**

Encl: As above

**New Delhi, April 1, 2022**

## **HERO MOTOCORP SELLS 4.50 LAKH UNITS OF MOTORCYCLES AND SCOOTERS IN MARCH'22**

**Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, sold 4, 50,154 units in March 2022.

This is a sequential growth over the volume sales in the month of February, when Hero MotoCorp dispatched 358,254 units of motorcycles and scooters, indicating a gradual recovery in the economy.

With pandemic restrictions witnessing a gradual withdrawal due to a steady decline in Covid-19 cases and reopening of all the sectors of economy, we expect sales momentum to build up in new the fiscal FY'2022-23.

In FY'22, the auto industry witnessed significant disruptions triggered by the second and third wave of Coronavirus pandemic, restricting customer movement. Hero MotoCorp sold 49, 44,150 units of two-wheelers in the fiscal year (April 2021-March 2022).



In keeping with its aggressive growth strategy in the scooter segment, Hero MotoCorp launched the new Destini 125 'XTEC'. The new elegant Hero Destini 125 'XTEC' packs a host of new design and theme elements that add to its appeal.

As part of the company's Corporate Social Responsibility (CSR) platform "Hero WeCare", Hero MotoCorp handed over Hero scooters and motorcycles to the Police Commissionerate (NMC) and the Fire Department in Nagpur; the Himachal Pradesh Police Department; and the Delhi Police Department and felicitated 52 ASHA workers with Hero Pleasure scooters in Gurugram, Haryana to commemorate International Women's Day.

During the month, Hero MotoCorp announced the sixth edition of Hero CoLabs, flagship crowd sourcing platform. 'The Design Challenge 3.0' will give budding enthusiasts, design mavens and visual artists a platform to express their creativity and design graphics and livery for the Pleasure+ and the Destini, as well as design T-shirts.

Press Release

The company also strengthened its leadership team with the appointment of digitization and technology expert, Reema Jain as Chief Information and Digital Officer to lead the technology driven business transformation.

Nine-time national drag racing champion, Hemanth Muddappa, has been named Brand Ambassador for the Hero Xtreme 160R. Hemanth will promote the drag racing culture in India with Hero MotoCorp’s on-going XDrags, a pan India drag racing experiential event organised on the Hero Xtreme 160R.

During the month, brand Hero announced and felicitated the winners of the first-of-its-kind ‘Hero Hunter Super Oga’ motorcycle campaign in Nigeria. Three winners rode away with seven Hero Hunter motorcycles each, while the other four winners received four Hero Hunter motorcycles each.

Hero MotoSports team concluded their campaign at the Abu Dhabi Desert Challenge 2022, with two of riders finishing in the top-10 positions.

	March’ 22	March’21	YTD FY’22	YTD FY’21
Motorcycles	4,25,721	5,24,608	46,27,765	53,33,481
Scooters	24,433	52,349	3,16,385	4,58,058
<b>Total</b>	<b>4,50,154</b>	<b>5,76,957</b>	<b>49,44,150</b>	<b>57,91,539</b>
Domestic	4,15,764	5,44,340	46,43,526	55,99,930
Exports	34,390	32,617	3,00,624	1,91,609

\*\*\*\*\*

<b>Highlights   April 2021 - March 2022</b>	
<b>Product Launches</b>	<ul style="list-style-type: none"> <li>Strengthened the premium segment with the launch of 2 new motorcycles - Xtreme 160 R Stealth edition and the popular XPulse 4 Valve</li> <li>Launched the connected editions of the popular scooter brands – the Pleasure+ XTec, Maestro Edge 125 and the Destini 125</li> <li>Introduced the connected edition of Hero’s most popular commuter motorcycle – The Glamour XTec</li> </ul>

<p><b>Sales Highlights</b></p>	<div data-bbox="532 212 906 590"> </div> <ul style="list-style-type: none"> <li>The retail numbers in March better than the wholesale numbers clocking 32% growth sequentially over February 22</li> </ul> <div data-bbox="521 646 1026 966"> <p><b>Xpulse Sales</b></p> </div> <ul style="list-style-type: none"> <li>Highest annual Premium motorcycle retails in the past 5 years &amp; highest ever Xpulse retails during the month of March 2022</li> </ul> <div data-bbox="527 1016 898 1310"> </div> <ul style="list-style-type: none"> <li>Strong recovery in Glamour with highest ever monthly sales in March for any non-festive month during the year</li> </ul> <div data-bbox="527 1354 802 1747"> </div> <ul style="list-style-type: none"> <li>Six-fold annual growth in digital sales with 4% retails through digital channel</li> </ul>
<p><b>EV</b></p>	<ul style="list-style-type: none"> <li>Unveiled <b>Vida</b>, Powered by Hero, a brand-new identity for its emerging mobility solutions, including upcoming Electric Vehicles (EV)</li> </ul>

	<ul style="list-style-type: none"> <li>Announced a US\$100 Million Global Sustainability Fund to nurture more than 10,000 entrepreneurs on ESG solutions</li> <li>Announced rollout of the first EV from Chittoor plant on July 1, 2022</li> </ul>
<b>Strategic Partnerships</b>	<p>Collaborated with Bharat Petroleum Corporation Limited to set up charging infrastructure for two-wheeled electric vehicles (EVs) across the country</p> <p>Announced further investment of \$56 Million in Ather Energy to boost its effort towards emerging mobility sectors.</p> <p>Partnered with Gogoro® Inc to establish a battery swapping joint venture and bring Gogoro’s battery swapping platform to India –</p> <ul style="list-style-type: none"> <li>To collaborate on electric vehicle development and bring Hero-branded electric vehicles to the country</li> </ul>
<b>Leadership Appointments</b>	<p>Appointed Reema Jain as the new Chief Information and Digital officer</p> <p>Created a new position, titled Chief Growth Officer, integrating the Marketing, Sales and After-Sales functions, with Ranjivjit Singh taking over the responsibility</p> <p>Appointed global technology expert Dr. Arun Jaura as Chief Technology Officer</p> <p>Augmented its leadership by onboarding distinct experts to its Board of Directors –</p> <ul style="list-style-type: none"> <li>Mr. Rajnish Kumar - former chairman of State Bank of India (SBI) as Independent non-executive Director</li> <li>Ms. Vasudha Munjal Dinodia – a next-gen entrepreneur – as non-executive Director</li> <li>Ms. Camille Tang - well-known name in the global technology landscape – appointed as an Independent non-executive Director</li> </ul>
<b>Harley Davidson</b>	<p>Launched the Harley Davidson Pan America</p> <p>Launched Harley Davidson Sportster S at India Bike Week 2021</p> <p>The Sportster-S completed the ultimate 24-hour endurance test, covering 3141 km in a single 24 hour stretch</p> <p>Expanded customer touchpoints to 14 dealerships in India</p> <p>Took the Pan America to the highest motorable road, the Key La Pass</p>
<b>Global Business</b>	<ul style="list-style-type: none"> <li>Concluded the Super Oga campaign in Nigeria, with 7 winners receiving 37 Hero Hunter motorcycles</li> <li>Expanded presence in El Salvador, inaugurated the new HMCL flagship store in San Salvador</li> <li>Commenced retail operations in Mexico</li> <li>Inaugurated a flagship dealership in Dubai to expand presence in the Gulf market to 10 customer touchpoints in 5 countries</li> </ul>

	<ul style="list-style-type: none"> <li>Partnered with Gilera Motors in Argentina to expand Hero's presence in the country – inaugurated a flagship dealership in Buenos Aires under the partnership</li> <li>Announced its reinvigorated strategy for the Nigeria market, with the launch of the Hunter motorcycle in collaboration with the Kewalramani Group as exclusive distributor</li> <li>With Movesa, its exclusive distributor partner, planned to open new showrooms across Honduras</li> <li>With KIPESA, its exclusive distributor partner, planned to open new showrooms across Nicaragua</li> </ul>
<b>Sales Milestones</b>	<ul style="list-style-type: none"> <li>Registered its highest-ever sales for a single day on 9<sup>th</sup> August 2021 with retail sale of more than 1 lakh units</li> <li>Sold over a million units during the first quarter (April-June FY'22) despite COVID related disruptions</li> <li>First lot of the XPulse 200 4V completely sold out, HMCL commenced online bookings for the model on the E-Shop</li> </ul>
<b>Accolades</b>	<ul style="list-style-type: none"> <li>Celebrated 10 years of Brand Hero</li> <li>Won the Guinness Record for Largest photo album of people planting trees</li> <li>Won the Guinness Record for Largest Logo of a company made with 1845 Splendor Motorcycles</li> <li>Conferred the coveted 'GreenCo Platinum' rating for Hero Global Centre for Innovation and Technology (CIT) by the prestigious Confederation of Indian Industry (CII)</li> </ul>
<b>Customer Outreach Programs</b>	<ul style="list-style-type: none"> <li>Intensified its digital approach with the launch of virtual showroom to provide immersive digital buying experience</li> <li>Launched Sales and aftersales services on messaging app WhatsApp to enhance consumer convenience</li> <li>Extended the duration of free service, AMC service and warranty in May 2021</li> <li>Showcased Hero Xpulse 200 4V pavilion and the specially designed off-road track at India Bike Week 2021</li> <li>Launched new challenges in Hero CoLabs - The eXPerience Challenge to focus on building a new retail experience for Hero MotoCorp customers</li> <li>Organized countrywide retail finance carnival offering exclusive finance options, services and exchange schemes for customers</li> <li>Launched a four-day special service &amp; exchange carnival for customers across the country on Women's day</li> </ul>
<b>Strategic Initiative</b>	<ul style="list-style-type: none"> <li>Strengthened the rider line-up by bringing onboard leading international riders, Ross Branch, Franco Caimi and Hemanth Muddappa</li> </ul>

	<ul style="list-style-type: none"> <li>• Hero MotoSports Team Rally registered their best ever Dakar Rally 2022. HMS Team Rally rider Joaquim Rodriguez won the stage 3 of the rally.</li> <li>• Hero MotoCorp organized the Hero World Challenge 2021, with the top 10 Pro golfers competing in Nassau, Bahamas – won by Viktor Hovland –             <ul style="list-style-type: none"> <li>○ The Hero World Challenge 2021 was the stage for Tiger Woods’ first public conference in 10 months since his accident in February 2021</li> </ul> </li> <li>• Registered a stage win at the Abu Dhabi desert challenge 2022.</li> <li>• Hero MotoSports Team Rally completed the Andalucia Rally with two riders in the top 5 rankings</li> <li>• Hero MotoSports Team Rally rider Joaquim Rodriguez won the Kazakhstan Rally in round 5</li> <li>• Registered podium finish for Hero MotoSports Team Rally in the Silkway Rally with Franco Caimi in 3<sup>rd</sup> position</li> <li>• Won the Abu Dhabi desert challenge with Joaquim Rodriguez in 3<sup>rd</sup> place</li> <li>• Hero MotoSports Team Rally riders Sathya and Yuvakumar emerged Champions at the finals of the FMSCI Indian National Rally Sprint Championship 2021</li> <li>• Completed the Abu Dhabi Desert Challenge with 2 riders in top 10 rankings</li> </ul>
<p><b>CSR Initiatives</b></p>	<ul style="list-style-type: none"> <li>• Partnered with Delhi and Nagpur police to handover scooters to the police forces in respective cities</li> <li>• Announced an iconic global ride ‘Ride for Real Heroes’ to honor the frontline healthcare warriors across the world</li> <li>• Donated unique Hero First Responder Vehicles to health authorities in Punjab</li> <li>• Partnered with Ramakrishna Mission Sevashrama &amp; District Administration in Haridwar for 122-bed Covid-hospital</li> <li>• Signed a Memorandum of Understanding (MoU) with the Municipal Corporation of Gurugram (MCG) for the ecological restoration and conservation of the Aravali Biodiversity Park in Gurugram</li> <li>• Initiated a Covid-19 vaccination drive across the organization, including its permanent and contractual employees</li> <li>• Inaugurated a 100-bed makeshift Covid Care Centre in Government Girls College, Sector 14, Gurugram</li> <li>• Extended its support towards the creation of a 50-bed COVID Ward and ICU at the Janakpuri Super Specialty Hospital, New Delhi</li> <li>• Partnered with district administrations in Rajasthan, Haridwar, Gujarat, Andhra Pradesh and Haryana to</li> </ul>

	<p>announce a unique welfare package for Covid-19 affected families</p> <ul style="list-style-type: none"><li>• Handed over 70 two-wheelers to Haryana Government at the launch of Project 'Corona Warriors on Wheels'</li><li>• Handed over 13 life-support ambulances to the Government of Uttarakhand</li><li>• Gave 435 motorcycles and scooters to Women's police departments and Asha workers across Delhi, Gurugram, Nagpur and Hamirpur on the occasion of International Women's Day - 215 in Delhi, 52 in Gurugram, 108 in Hamirpur and 60 in Nagpur</li><li>• Partnered with the district administration in Haridwar, Uttarakhand, to administer 10,000 doses of vaccines in a phased manner to the people in the city</li></ul>
--	--

*For more information, please visit:*

[www.heromotocorp.com](http://www.heromotocorp.com) | FB: /HeroMotoCorpIndia | Twitter: @HeroMotoCorp

*Press Contact:*

[corporate.communication@heromotocorp.com](mailto:corporate.communication@heromotocorp.com)