

August 16, 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

New Delhi, August 16, 2021

**HERO MOTOCORP CELEBRATES ITS 10TH ANNIVERSARY WITH
RETAIL SALES OF MORE THAN ONE LAKH UNITS OF
MOTORCYCLES & SCOOTERS ON A SINGLE DAY ON AUGUST 9TH**

DOUBLES THE DAILY AVERAGE OF SCOOTER SALES

**CLOCKS ROBUST SALES ACROSS SEGMENTS, INCLUDING
GLAMOUR XTEC, SPLENDOR MATTE GOLD & XTREME 160R**

Hero MotoCorp – the world’s largest manufacturer of motorcycles and scooters – sold a record **more than one lakh units of motorcycles and scooters in retail sales in a single day on August 9th**, coinciding with the 10th anniversary of the Company.

This retail sale - that included the sales in the domestic market of India and global markets around the world – is a record number of actual sales to customers in a non-festive period.

Naveen Chauhan, Head of Sales & After-Sales, Hero MotoCorp said, “This kind of retail sales on a single day in a non-festive period is unprecedented. The completion of 10 years of our journey on August 9th is a significant milestone at Hero MotoCorp. Our customers have reiterated their faith and trust on us by celebrating the ‘Hero Day’ of August 9th, purchasing our range of products in massive numbers, enabling us to set this record of retail sales on a single day.”

The record number was achieved due to the retail demand for Hero MotoCorp range of products across segments – entry, deluxe and premium, including scooters – and in markets across geographies.

Hero MotoCorp doubled its daily average sales of scooters on the Hero Day of August 9th with immense demand for the range of scooters – including the newly launched Maestro Edge 125, Destini & Pleasure 110.

In addition to the existing range, the recently launched Glamour XTEC, the new Splendor in Matte Shield Gold color, and the Xtreme 160R also contributed in robust numbers to the overall volume of more than one lakh retail sales on August 9th.

Press Release

After the separation from its erstwhile joint venture partner, Hero MotoCorp unveiled its new brand identity at the iconic O2 Arena in London on August 9th 2011. The August 9th this year, therefore, marked the 10th anniversary of the Company.

For more information, please visit:

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

Press Contact:

corporate.communication@heromotocorp.com