

August 1, 2023

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 Sir(s),

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

Hero MotoCorp Ltd.

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New Delhi, August 1, 2023

HERO MOTOCORP SELLS 3.91 LAKH UNITS OF MOTORCYCLES AND SCOOTERS IN JULY 2023

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, sold 3,91,310 units in July 2023.

The numbers are reflective of the inclement weather conditions in July, including unprecedented rains and floods in certain parts of the country. The incessant rains and the floods caused crop damage in several states, and also resulted in sharp decline in customer footfalls at the dealerships.

New product launches leading into the upcoming festive season, along with attractive finance schemes is expected to result in improvement in market demand in coming months.

In the month of July, Hero MotoCorp and Harley-Davidson launched their first co-developed premium motorcycle 'Harley-Davidson X440' in India. The Harley-Davidson X440 inherits the character of the iconic Harley-Davidson brand with its commanding road presence. With its distinctive design, all-metal body, and a powerful engine, the motorcycle showcases its persona of a true performer in style. The Harley-Davidson X440 was launched at the world-class and state-of-the-art Hero Center for Innovation and Technology (CIT), Jaipur in the presence of Mr. Niranjan Gupta, Chief Executive Officer, Dr. Pawan Munjal, Executive Chairman, Hero MotoCorp and Jochen Zeitz, President, Chairman, & CEO, Harley-Davidson Motorcycles.

The Harley-Davidson X440 can be booked online till August 3, 2023, by visiting www.Harley-Davidsonx440.com with a booking amount of INR 5000/-. The motorcycle is available in three variants – Denim, Vivid and S at an introductory price of INR 2,29,000/-, INR 2,49,000/- and INR 2,69,000 respectively.

Hero MotoCorp will start the production of the Harley-Davidson X440 in September at the company's Garden Factory at Neemrana, in the northern Indian state of Rajasthan and the deliveries will commence in October 2023.

In keeping with its sharp focus on the premium segment, Hero MotoCorp, augmented its premium portfolio with yet another powerful addition. Close on the heels of the announcement of Hero Xtreme 160R 4V, the company launched the new Xtreme 200S 4 Valve in the month of July. New Hero Xtreme 200S 4V offers power-packed riding dynamics, sporty character combined with supreme safety and everyday practicality. The new Hero Xtreme 200S 4V was launched at a price of INR 1,41,250/-.

Press Release

Particulars	JULY' 23	JULY' 22	YTD FY'23	YTD FY'22
Motorcycles	360,592	421,288	1,623,232	1,727,582
Scooters	30,718	24,292	120,652	108,191
Total	391,310	445,580	1,743,884	1,835,773
Domestic	371,204	430,684	1,688,454	1,758,850
Exports	20,106	14,896	55,430	76,923

For more information on Hero MotoCorp:

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