

August 9, 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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Press Release

New Delhi, August 09, 2023

THREE HERO MOTOCORP BRANDS FEATURED IN THE TOP 10 BEST-SELLING MOTORCYCLES IN THE COUNTRY

HERO PASSION RIDES INTO THE TOP-10 BEST SELLING MOTORCYCLES IN JUNE-JULY 2023

Iconic motorcycle Passion, from **Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, has become one of the top-10 best-selling motorcycles in the country. Reiterating the brand's trust and reliability, Passion is a perfect combination of style, comfort and convenience making it an ideal choice for daily commute.

The iconic Splendor – the world's largest-selling motorcycle brand and HF, both have been among the top five best-selling motorcycles, thereby reaffirming Hero MotoCorp's market leadership in the 100cc motorcycle category in India.

With continued support from customers, Hero Passion has emerged as the third Hero MotoCorp motorcycle to join Hero Splendor and Hero HF in the top ten motorcycles of the country for the two consecutive months.

Ranjivjit Singh, Chief Business Officer (India BU), Hero MotoCorp, said, *“As we celebrate the ‘Hero Day’ today, we are deeply thankful to our customers for their continued trust in the brand Hero. Hero Passion is one of the most popular and iconic motorcycles in India, a true companion to millions across India. It has been an icon for almost two decades and it still continues to inspire many. Hero Passion has emerged as one of top-10 motorcycles in June and July 2023, joining the iconic motorcycles Hero Splendor and HF in the list. The overwhelming trust of our customers in brand ‘Passion’ has enabled us to further consolidate our leadership in the 100cc motorcycle segment. We are humbled by the support and affection of our customers.”*

On August 9th, 2011, Hero MotoCorp unveiled its new global brand identity at the iconic O2 Arena in London. Since then, August 9th is celebrated as Hero Day.

Hero MotoCorp remains committed to bringing superior, technologically-advanced and value proposition products in the 100cc motorcycle segment. Launched in 2001, Hero Passion has always kept reinventing itself to stay ahead of the evolving customer preferences by continuously upgrading to modern and contemporary design and technologically advanced features.

Press Release

For more information on Hero MotoCorp:



Press Contact:

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