

January 2, 2020

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 2, 2020

HERO MOTOCORP REPORTS SALES OF 424,845 UNITS IN DECEMBER 2019

GEARS UP TO LAUNCH A SLEW OF BS-VI PRODUCTS IN JANUARY 2020

Hero MotoCorp, the world’s largest two-wheeler manufacturer, sold 424,845 units of two-wheelers in December 2019, as compared to 453,985 units in the corresponding month of the previous year (Dec 2018).

In the first three quarters of the Financial Year 2020 (FY’20) the Company sold 50,75,208 units of motorcycle and scooters.

Hero MotoCorp is rapidly migrating to the BS-VI regime and has already launched two exciting motorcycles – the Splendor iSmart BS-VI and HF Deluxe BS-VI in quick succession.

In December, Hero MotoCorp received the most prestigious recognition in the Indian two-wheeler industry – ‘**The Indian Motorcycle of the Year 2020’ (IMOTY)**, for the – **XPulse 200**, thereby reaffirming the brand’s new modern and premium appeal.

During the month, Hero MotoCorp’s flagship scooter, the **Maestro Edge 125 FI**, received the ‘**Scooter of the Year**’ Award at the prestigious Autocar Awards 2020, further validating Company’s impressive scooter portfolio.

	December 2018	December 2019	YTD FY’19	YTD FY’20
Motorcycles	417,612	4,03,625	54,57,465	47,10,766
Scooters	36,373	21,220	582,120	364,442
Total	453,985	424,845	60,39,585	50,75,208
Domestic	436,591	4,12,009	58,88,899	49,46,508
Exports	17,394	12,836	150,686	128,700

Highlights of the Calendar Year (January-December 2019)

New Product Showcase	<ul style="list-style-type: none"> – Reinstated its presence in the premium segment with the concurrent launch of three motorcycles and two scooters – XPulse 200, XPulse 200T, Xtreme 200S, Maestro Edge 125 and Pleasure+ 110 – Launched India’s first BS-VI motorcycle, the Splendor iSmart BS-VI – Introduced the country’s first BS-VI 100 CC motorcycle - HF Deluxe - within a few weeks of Splendor iSmart BS-VI
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Global Showcase	<ul style="list-style-type: none"> – The Company presented a glimpse into the future of its premium motorcycle range with the Xtreme 1.R Concept and XPulse 200 Rally-Kit at EICMA 2019
Strengthened the R&D Capabilities	<ul style="list-style-type: none"> – Strengthened its global R&D eco-system with the first Research and Development (R&D) Center at a global location - the Hero Tech Center Germany GmbH
Production Milestone	<ul style="list-style-type: none"> – The latest manufacturing plant at Chittoor commenced production – The Haridwar manufacturing plant achieved the significant milestone of surpassing 25 million units in cumulative production
Strategic Sports Initiatives	<ul style="list-style-type: none"> – Hosted the 2019 edition of the prestigious Hero World Challenge tournament – Extended the one-hole knockout contest - Hero Challenge to five properties on the European Tour till 2022 – Strengthened Hero MotoSports Team Rally with signing of top rider Paulo Goncalves as the fourth pilot – Extended title sponsorship to one of the oldest rallies in the country - The Sjoba Rally – Registered its maiden win of the season in September, with a victory at the Pan Africa Rally 2019
Strategic customer centric initiatives	<ul style="list-style-type: none"> – Hosted Xtracks - Live The Thrill; an adventure riding experience with XPulse 200 in seven cities - Delhi/NCR, Chennai, Bengaluru, Mumbai, Kolkata, Lucknow and Pune – Commenced home delivery of two-wheelers in three cities, including Mumbai, Bengaluru and Noida - a first-of-its-kind initiative in the two-wheeler industry
Skill Building initiatives	<ul style="list-style-type: none"> – Inaugurated Training Centers in New Delhi and Nellore, in its relentless drive to foster skilling & employability amongst Indian youth – Inaugurated World-Class Children Traffic Training Park in Rachakonda, Hyderabad

For more information, please visit:

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

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