

October 1, 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 Limited



(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl: As above

New Delhi, October 1, 2020

HERO MOTOCORP RIDES INTO THE FESTIVE SEASON WITH HIGHEST MONTHLY SALES IN CALENDAR YEAR 2020

SELLS MORE THAN 7-LAKH UNITS OF MOTORCYCLES & SCOOTERS IN SEPTEMBER, WITH Y-O-Y GROWTH OF 16.9%

Continuing to strengthen its market leadership, **Hero MotoCorp** - the world's largest manufacturer of motorcycles and scooters - registered record sales of **715,718 units** in September 2020 – its highest sales in a single month in the calendar year of 2020.

This translates into a growth of 16.9% over the corresponding month of the previous year (September 2019), when the company had sold **612,204 units**.

Despite the disrupted network of components supply chain due to the non-availability of labour and issues with regard to logistics, Hero MotoCorp sold **18,14,683 units** in the second quarter (July-September) of the current fiscal (FY'21), clocking a healthy Year-on-Year growth of more than **7.3%**. The Company had sold **16,91,420 units** in the second quarter of FY'20.

With the peak festival season coming up in the months of October and November, Hero MotoCorp remains cautiously confident of achieving yet another benchmark in post-Covid retail sales with the help of positive consumer sentiments and continued government policy support.

To partially offset the rising input costs and commodity prices, the Company has made an upward revision in the ex-showroom prices of its motorcycles and scooters by up to 2%, with the exact quantum varying on the basis of the model and specific market. The revised prices are effective from October 1, 2020.

Operating at nearly 100% production capacity with almost all customer touchpoints open, the Company remains committed to the health and safety of everyone in its ecosystem, including its customers.

	Sep'20	Sep'19	YTD FY'21	YTD FY'20
Motorcycles	660,948	558,696	2,207,055	3,275,035
Scooters	54,770	53,508	170,896	259,305
Total	715,718	612,204	2,377,951	3,534,340
Domestic	697,293	600,509	2,311,254	3,441,517
Exports	18,425	11,695	66,697	92,823

Highlights for Q2 FY'21 (July-September'20)	
Strengthening of Leadership Team	<ul style="list-style-type: none"> • Air Chief Marshal (Retd.) B. S. Dhanoa has been appointed as a Non-Executive and Independent Director on the Board of the Company, w.e.f. October 1, 2020. Rajat Bhargava was appointed as the Chief of Staff role in the office of Chairman and CEO, while Malo Le Masson becomes the Head of Strategy. Sanjay Bhan, returns to Hero MotoCorp as Head of Global Business (GB) and will play a key role in the rapid expansion and consolidation of Hero in the international markets w.e.f. October 1, 2020. Ravi Pisipaty assumes the role of Head of Plant Operations and Mahesh Kaikini has been appointed as Chief Quality Officer.
Sports Initiatives	<ul style="list-style-type: none"> • Hero MotoCorp became the first Indian company to sponsor a full-fledged professional golf event in Europe – the Hero Open. Earlier known as the English Open, the marquee tournament is part of the European Tour's new 'Golf Swing'. • Hero MotoCorp announced the return of the Twenty20 cricket format in the 'New Normal' with the commencement of Hero Caribbean Premier League 2020. In a first for a cricket premier league, the matches were being played in stadiums without any spectators, with the objective of maintaining social distancing.
Strategic Investments	<ul style="list-style-type: none"> • Hero MotoCorp made an additional investment of Rs. 84 Crore (US\$11million) in Ather Energy, taking up its shareholding in the Company to 34.58%, up from 31.27%. Hero MotoCorp has been a part of Ather's growth story since 2016, when it first invested as a part of Series B funding.
CSR Initiatives	<ul style="list-style-type: none"> • Reiterating to its commitment towards society, Hero MotoCorp donated 33 unique First Responder Vehicles (FRVs) to the government authorities of various states - Haryana, Rajasthan, Uttar Pradesh, Gujarat and Andhra Pradesh. These special and versatile vehicles help to reach out to patients in rural and remote areas and transfer them to closest hospitals. The FRVs have been custom-built as an upgrade on powerful Xtreme 200R motorcycles. • As part of its Covid-19 relief initiatives so far, Hero MotoCorp has also distributed <ul style="list-style-type: none"> ✓ Meals: 14,63,928 units ✓ Ration Kits: 19,305 units ✓ Sanitizers: 37,201 litres ✓ Masks: 29,98,800 ✓ PPE Kits: 29,085 • In a commitment to promote women empowerment in India, 100 Hero scooters – Destini 125 & Maestro Edge 125 were handed over to the women police officers of Gorakhpur Police Department in presence of Shri Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh.

Press Release

For more information, please visit:

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

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