

January 27, 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 (India), January 27, 2021

HERO MOTOCORP TO RIDE INTO MEXICO IN PARTNERSHIP WITH GRUPO SALINAS

TARGETS RAPID EXPANSION IN THE COUNTRY OVER THE NEXT THREE YEARS

In line with its global expansion strategy, **Hero MotoCorp** - the world's largest manufacturer of motorcycles and scooters - will soon commence its operations in Mexico.

Hero MotoCorp - **which recently surpassed 100 million units in cumulative production** - has entered into a **distribution agreement with Grupo Salinas**, a group of dynamic, fast-growing and technologically advanced companies focused on creating economic, social and environmental value founded by Mexican entrepreneur Ricardo Salinas.

Following the agreement, the two Companies have come together to form one of the largest distribution networks globally to sell competitive, high-quality products in the large Mexican market.

Dr. Pawan Munjal, Chairman & CEO, Hero MotoCorp, said, *"Our partnership with Grupo Salinas is aligned with our Mission to 'Create, Collaborate and Inspire' and will be key to our growth in the region. With the global expertise and technology prowess of Hero and the local market knowledge of Grupo Salinas, we are aiming for rapid expansion of the Hero brand here over the next three years. We will be bringing products that cater to all segments of the market, thereby offering a wide range of choices for the customers in Mexico."*

In the first phase of operations, Hero MotoCorp will launch nine products, including motorcycles - for work (100cc), street (125cc), premium (150cc, 160cc) and on-off segments - and scooters. All these products are being designed and developed at Hero's state-of-the-art R&D hubs in India and Germany.

Hero MotoCorp now has extensive presence across Asia, Africa, South and Central America and the Middle East. In Latin America, the Company is now present in more than 10 countries.

Hero MotoCorp has eight world-class manufacturing facilities, including six in India and one each in Bangladesh & Colombia. It also has a global R&D presence with technology centers in India, the Center of Innovation and Technology in the northern Indian city of Jaipur, and the Hero Tech Center GmbH in Germany.

Press Release

On January 21, 2021, Hero MotoCorp rolled-out its 100 Millionth two-wheeler in cumulative production since its inception. This achievement of the 100 Million cumulative production by Hero is one of the fastest global achievements of this landmark.

About Hero MotoCorp Ltd.

The New Delhi (India) headquartered Hero MotoCorp Ltd. is the world's largest manufacturer of motorcycles and scooters, in terms of unit volumes sold by a single company in a year — the coveted position it has held for the past 20 consecutive years. The Company has sold over 100 million motorcycles and scooters in cumulative sales since inception. Hero MotoCorp currently sells its products in more than 40 countries across Asia, Africa, Middle East, and South and Central America. Hero MotoCorp has eight state-of-the-art manufacturing facilities, including six in India, and one each in Colombia and Bangladesh. Hero MotoCorp has two world-class, state-of-the-art R&D facilities — the Centre of Innovation and Technology (CIT) in the northern Indian state of Rajasthan, and Hero Tech Centre Germany GmbH. Hero MotoCorp is one of the largest corporate promoters of multiple disciplines of sports, including, Golf, Football, Field Hockey, Cricket and Motorsports. Fifteen-time major winner Tiger Woods is Hero's Global Corporate Partner.

For more information, please visit:

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

Press Contact:

corporate.communication@heromotocorp.com