

April 01, 2022

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

(Dhiraj Kapoor) Company Secretary & Compliance Officer

Encl: As above





New Delhi, April 1, 2022

HERO MOTOCORP SELLS 4.50 LAKH UNITS OF MOTORCYCLES AND SCOOTERS IN MARCH'22

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, sold 4, 50,154 units in March 2022.

This is a sequential growth over the volume sales in the month of February, when Hero MotoCorp dispatched 358,254 units of motorcycles and scooters, indicating a gradual recovery in the economy.

With pandemic restrictions witnessing a gradual withdrawal due to a steady decline in Covid-19 cases and reopening of all the sectors of economy, we expect sales momentum to build up in new the fiscal FY'2022-23.

In FY'22, the auto industry witnessed significant disruptions triggered by the second and third wave of Coronavirus pandemic, restricting customer movement. Hero MotoCorp sold 49, 44,150 units of two-wheelers in the fiscal year (April 2021-March 2022).



In keeping with its aggressive growth strategy in the scooter segment, Hero MotoCorp launched the new Destini 125 'XTEC'. The new elegant Hero Destini 125 'XTEC' packs a host of new design and theme elements that add to its appeal.

As part of the company's Corporate Social Responsibility (CSR) platform "Hero WeCare", Hero MotoCorp handed over Hero scooters and motorcycles to the Police Commissionerate (NMC) and the Fire Department in Nagpur; the Himachal Pradesh Police Department; and the Delhi Police Department and felicitated 52 ASHA workers with Hero Pleasure scooters in Gurugram, Haryana to commemorate International Women's Day.

During the month, Hero MotoCorp announced the sixth edition of Hero CoLabs, flagship crowd sourcing platform. 'The Design Challenge 3.0' will give budding enthusiasts, design mavens and visual artists a platform to express their creativity and design graphics and livery for the Pleasure+ and the Destini, as well as design T-shirts.

The company also strengthened its leadership team with the appointment of digitization and technology expert, Reema Jain as Chief Information and Digital Officer to lead the technology driven business transformation.

Nine-time national drag racing champion, Hemanth Muddappa, has been named Brand Ambassador for the Hero Xtreme 160R. Hemanth will promote the drag racing culture in India with Hero MotoCorp's on-going XDrags, a pan India drag racing experiential event organised on the Hero Xtreme 160R.

During the month, brand Hero announced and felicitated the winners of the first-of-its-kind 'Hero Hunter Super Oga' motorcycle campaign in Nigeria. Three winners rode away with seven Hero Hunter motorcycles each, while the other four winners received four Hero Hunter motorcycles each.

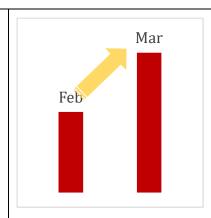
Hero MotoSports team concluded their campaign at the Abu Dhabi Desert Challenge 2022, with two of riders finishing in the top-10 positions.

	March' 22	March'21	YTD FY'22	YTD FY'21
Motorcycles	4,25,721	5,24,608	46,27,765	53,33,481
Scooters	24,433	52,349	3,16,385	4,58,058
Total	4,50,154	5,76,957	49,44,150	57,91,539
Domestic	4,15,764	5,44,340	46,43,526	55,99,930
Exports	34,390	32,617	3,00,624	1,91,609

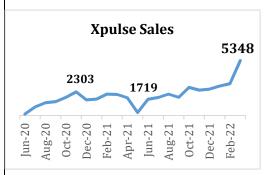
Highlights April 2021 - March 2022			
Product Launches	 Strengthened the premium segment with the launch of 2 new motorcycles - Xtreme 160 R Stealth edition and the popular XPulse 4 Valve Launched the connected editions of the popular scooter brands - the Pleasure+ XTec, Maestro Edge 125 and the Destini 125 Introduced the connected edition of Hero's most popular commuter motorcycle - The Glamour XTec 		



Sales Highlights



 The retail numbers in March better than the wholesale numbers clocking 32% growth sequentially over February 22



 Highest annual Premium motorcycle retails in the past 5 years & highest ever Xpulse retails during the month of March 2022



• Strong recovery in Glamour with highest ever monthly sales in March for any non-festive month during the year



• Six-fold annual growth in digital sales with 4% retails through digital channel

EV

• Unveiled **Vida**, Powered by Hero, a brand-new identity for its emerging mobility solutions, including upcoming Electric Vehicles (EV)



	 Announced a US\$100 Million Global Sustainability 			
	Fund to nurture more than 10,000 entrepreneurs on ESG			
	solutions			
	 Announced rollout of the first EV from Chittoor plant 			
	on July 1, 2022			
Strategic	Collaborated with Bharat Petroleum Corporation Limited to set up			
Partnerships	charging infrastructure for two-wheeled electric vehicles (E			
_	across the country			
	Announced further investment of \$56 Million in Ather Energy to			
	boost its effort towards emerging mobility sectors.			
	Partnered with Gogoro® Inc to establish a battery swapping joint			
	venture and bring Gogoro's battery swapping platform to India –			
	 To collaborate on electric vehicle development and bring 			
	Hero-branded electric vehicles to the country			
Leadership	Appointed Reema Jain as the new Chief Information and Digital			
Appointments	officer			
	Created a new position, titled Chief Growth Officer, integrating the			
	Marketing, Sales and After-Sales functions, with Ranjivjit Singh			
	taking over the responsibility			
	Appointed global technology expert Dr. Arun Jaura as Chief			
	Technology Officer			
	Augmented its leadership by onboarding distinct experts to its			
	Board of Directors –			
	o Mr. Rajnish Kumar - former chairman of State Bank of			
	India (SBI) as Independent non-executive Director			
	 Ms. Vasudha Munjal Dinodia – a next-gen entrepreneur – 			
	as non-executive Director			
	o Ms. Camille Tang - well-known name in the global			
	technology landscape - appointed as an Independent			
	non-executive Director			
Harley Davidson	Launched the Harley Davidson Pan America			
	Launched Harley Davidson Sportster S at India Bike Week 2021			
	The Sportster-S completed the ultimate 24-hour endurance test,			
	covering 3141 km in a single 24 hour stretch			
	Expanded customer touchpoints to 14 dealerships in India			
	Took the Pan America to the highest motorable road, the Key La			
	Pass			
Global Business	 Concluded the Super Oga campaign in Nigeria, with 7 			
	winners receiving 37 Hero Hunter motorcycles			
	Expanded presence in El Salvador, inaugurated the			
	new HMCL flagship store in San Salvador			
	Commenced retail operations in Mexico			
	Inaugurated a flagship dealership in Dubai to expand			
	presence in the Gulf market to 10 customer touchpoints in 5			
	countries			



	 Partnered with Gilera Motors in Argentina to expand Hero's presence in the country – inaugurated a flagship dealership in Buenos Aires under the partnership nced its reinvigorated strategy for the Nigeria market, with the of the Hunter motorcycle in collaboration with the Kewalram ai Group as exclusive distributor with Movesa, its exclusive distributor partner, planned to open new ships across Honduras with KIPESA, its exclusive distributor partner, planned to open new ships across Nicaragua
Sales Milestones	 Registered its highest-ever sales for a single day on 9th August 2021 with retail sale of more than 1 lakh units Sold over a million units during the first quarter (April-June FY'22) despite COVID related disruptions First lot of the XPulse 200 4V completely sold out, HMCL commenced online bookings for the model on the E-Shop
Accolades	 Celebrated 10 years of Brand Hero Won the Guinness Record for Largest photo album of people planting trees Won the Guinness Record for Largest Logo of a company made with 1845 Splendor Motorcycles Conferred the coveted 'GreenCo Platinum' rating for Hero Global Centre for Innovation and Technology (CIT) by the prestigious Confederation of Indian Industry (CII)
Customer Outreach Programs	
Strategic Sports Initiative	



- Hero MotoSports Team Rally registered their best ever Dakar Rally 2022. HMS Team Rally rider Joaquim Rodriguez won the stage 3 of the rally.
- Hero MotoCorp organized the Hero World Challenge 2021, with the top 10 Pro golfers competing in Nassau, Bahamas – won by Viktor Hovland –
 - The Hero World Challenge 2021 was the stage for Tiger Woods' first public conference in 10 months since his accident in February 2021
- Registered a stage win at the Abu Dhabi desert challenge 2022.
- Hero MotoSports Team Rally completed the Andalucia Rally with two riders in the top 5 rankings
- Hero MotoSports Team Rally rider Joaquim Rodriguez won the Kazakhstan Rally in round 5
- Registered podium finish for Hero MotoSports Team Rally in the SIlkway Rally with Franco Caimi in 3rd position
- Won the Abu Dhabi desert challenge with Jaoqium Rodriguez in 3rd place
- Hero MotoSports Team Rally riders Sathya and Yuvakumar emerged Champions at the finals of the FMSCI Indian National Rally Sprint Championship 2021
- Completed the Abu Dhabi Desert Challenge with 2 riders in top 10 rankings

CSR Initiatives

- Partnered with Delhi and Nagpur police to handover scooters to the police forces in respective cities
- Announced an iconic global ride 'Ride for Real Heroes' to honor the frontline healthcare warriors across the world
- Donated unique Hero First Responder Vehicles to health authorities in Punjab
- Partnered with Ramakrishna Mission Sevashrama & District Administration in Haridwar for 122-bed Covid-hospital
- Signed a Memorandum of Understanding (MoU) with the Municipal Corporation of Gurugram (MCG) for the ecological restoration and conservation of the Aravali Biodiversity Park in Gurugram
- Initiated a Covid-19 vaccination drive across the organization, including its permanent and contractual employees
- Inaugurated a 100-bed makeshift Covid Care Centre in Government Girls College, Sector 14, Gurugram
- Extended its support towards the creation of a 50-bed COVID Ward and ICU at the Janakpuri Super Specialty Hospital, New Delhi
- Partnered with district administrations in Rajasthan, Haridwar, Gujarat, Andhra Pradesh and Haryana to



- announce a unique welfare package for Covid-19 affected families
- Handed over 70 two-wheelers to Haryana Government at the launch of Project 'Corona Warriors on Wheels'
- Handed over 13 life-support ambulances to the Government of Uttarakhand
- Gave 435 motorcycles and scooters to Women's police departments and Asha workers across Delhi, Gurugram, Nagpur and Hamirpur on the occasion of International Women's Day – 215 in Delhi, 52 in Gurugram, 108 in Hamirpur and 60 in Nagpur
- Partnered with the district administration in Haridwar, Uttarakhand, to administer 10,000 doses of vaccines in a phased manner to the people in the city

For more information, please visit:

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

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