

Press Release

New Delhi, May 13, 2024

## HERO MOTOCORP JOINS THE ONDC NETWORK

Aligned with its customer-first approach, **Hero MotoCorp**, the world's largest manufacturer of scooters and motorcycles, has joined the **ONDC Network**, thereby becoming the first auto company in the country to join the network.

Hero MotoCorp already has the largest physical distribution and service network in Indian Auto Industry. Partnering with ONDC will further enhance the reach and convenience, providing an easily accessible digital mode to customers. The Open Network will initially offer two-wheeler parts, accessories and merchandise. Customers can easily discover Hero Genuine Parts by using any buyer apps on the Network, such as Paytm and Mystore, among others.

By improving reach and creating a fair and efficient environment for Hero MotoCorp's channel partners, this integration speeds up order processing by enabling hyperlocal deliveries backed by Hero MotoCorp's extensive physical distribution.

As Hero MotoCorp onboarded onto the Network, it further strengthens the Digital India mission, helping drive the country's digital transformation and economic growth while revolutionizing the digital automotive marketplace.

**Niranjan Gupta, CEO, Hero MotoCorp, said,** *"At Hero MotoCorp, customer-centricity and digital innovation are at the core of everything we do. Now with ONDC Network, we have pioneered the automotive taxonomy for the auto industry, making it easier for customers to find vehicle parts and accessories to begin with. With this initiative, Hero MotoCorp is furthering the Government's Digital India mission and we will continue to bring in more innovation in this space."*

**T Koshy, MD & CEO of ONDC, said,** *"Hero MotoCorp joining the ONDC Network is a significant step forward for the two-wheeler industry. When brands like Hero MotoCorp embrace the Open Network, it reaffirms our vision of driving digital transformation in the country by creating a fair and efficient ecosystem for all kinds of businesses to thrive. We are confident that this will pave the way for others to follow".*

With a shared commitment to innovation, transparency, and accessibility, Hero MotoCorp with ONDC Network is all set to deliver a renewed purchasing experience to its over 115 million customers.

## **About ONDC**

Incorporated on 31st December 2021, Open Network for Digital Commerce (ONDC), a Section 8 company, is an initiative of the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Government of India to create a facilitative model that revolutionizes digital commerce, giving greater thrust to penetration of retail e-commerce in India. ONDC is not an application, platform, intermediary, or software but a set of specifications designed to foster open, unbundled, and interoperable Open Networks.

\*\*\*\*\*

***For more information on Hero MotoCorp:***



***Press Contact:***

[corporate.communication@heromotocorp.com](mailto:corporate.communication@heromotocorp.com)