

New Delhi, April 2, 2025

## **HERO MOTOCORP FORTIFIES MARKET LEADERSHIP IN FINANCIAL YEAR 2025**

### **SELLS 5.9 MILLION MOTORCYCLES AND SCOOTERS DURING THE YEAR**

### **REGISTERS HIGHEST-EVER EV SALES; GROWS OVER 40% IN GLOBAL SALES**

**Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, has registered sales of 5,899,187 units (5.9 million) units in FY'25 (April 2024 to March 2025).

In December 2024, the company achieved the historic milestone of retaining its market leadership for 24 consecutive years. Building on this legacy, the company has extended its leadership momentum into the 25<sup>th</sup> year.

Expanding its position in the electric vehicle (EV) category, the company achieved its highest ever EV sales, growing around 200% over FY'24. Bolstering its presence in the international markets, the Company continued its strong performance in Global Business with over 40% growth over the previous year.

In **March 2025**, Hero MotoCorp sold 549,604 units of motorcycles and scooters, translating into a 12% growth over the corresponding month of previous year. It also registered its highest-ever monthly dispatches in global business with 39,518 units, registering a 27% growth over March 2024. VIDA also saw strong momentum, dispatching 7,787 units of its electric scooter – VIDA V2 - reflecting positive market response.

#### **Highlights of FY'25**

- **Domestic Market** – Hero MotoCorp sold 5,611,758 units in India, achieving growth over the previous financial year (FY'24).
- **Global Business** – Hero MotoCorp continued its strong momentum in global markets, reaching 287,429 units in FY'25 - a robust 43% increase from 200,923 units sold in the previous fiscal year.
- **VIDA, Powered by Hero** – VIDA sustained its growth trajectory, with over 58,000 electric scooters dispatched between April 2024 and March 2025, further strengthening the company's position in the EV segment. To enhance customer experience and offer a hassle-free riding experience, the company has established an expansive VIDA fast-charging network with over 3,600 charging points across 250+ cities in India and it also has an extensive network of over 500 service stations.

- **Harley-Davidson X440** – The company sold more than 11,000 units of the Harley-Davidson X440 during FY’25, maintaining its position in the premium motorcycle segment.
- **Premium Customer Experience** – To make its premium portfolio more accessible, Hero MotoCorp established over 80 Premia dealerships across the country till date. These state-of-the-art outlets feature dedicated sections for Hero, VIDA, and Harley-Davidson products, offering customers a seamless and premium retail experience. The company expanded its Hero 2.0 network to 930 outlets.

Hero MotoCorp is the **only Indian two-wheeler company** to be a part of the Dow Jones Sustainability Index (DJSI) World and Dow Jones Sustainability Index (DJSI) Emerging Markets for its commitment and championing of sustainable business practices. The company achieved a prestigious recognition by winning the Sword of Honour from the British Safety Council.

Following the launch of the new Destini 125 scooter, the company commenced the dispatches of the Xoom 125 scooter during March 2025. It also commenced bookings for the highly anticipated Xpulse 210 and Xtreme 250R premium motorcycles.

In March 2025, Hero MotoCorp announced it will make a strategic investment into the electric three-wheeler category by acquiring a significant stake in Euler Motors. The Company's Board has approved a strategic investment of up to Rs. 525 crores, in Euler Motors Private Limited.

Particulars	MARCH' 25	MARCH' 24	FY'25	FY'24
Motorcycles	506,641	456,724	5,476,495	5,190,672
Scooters	42,963	33,691	422,692	430,783
<b>Total</b>	<b>549,604</b>	<b>490,415</b>	<b>5,899,187</b>	<b>5,621,455</b>
Domestic	510,086	459,257	5,611,758	5,420,532
Exports	39,518	31,158	287,429	200,923

<b>Highlights   FY'25 (April 2024 - March 2025)</b>	
<b>Product Strategy</b>	<p><b>Commuter Motorcycles</b></p> <ul style="list-style-type: none"> <li>• Splendor+ XTEC 2.0 launched, celebrating 30 years of the world's highest-selling motorcycle.</li> <li>• Hero Glamour 2024 introduced with new features and color options.</li> </ul> <p><b>Premium Motorcycles</b></p> <ul style="list-style-type: none"> <li>• Harley-Davidson 2024 lineup revealed, featuring the re-introduced Breakout 117, along with the all-new Road Glide and Street Glide.</li> <li>• Mavrick 440 Thunderwheels, a limited-edition motorcycle in collaboration with Thums Up, launched.</li> </ul>

	<ul style="list-style-type: none"> <li>• Hero Xtreme 160R 2V 2024 Edition launched at an attractive price of ₹1,11,111.</li> <li>• Xpulse 200 4V Dakar Edition launched, inspired by Ross Branch's stellar performance at the 2024 Dakar Rally.</li> <li>• Xtreme 250R &amp; Xpulse 210 launched at Bharat Mobility 2025</li> </ul> <p><b>Scooters</b></p> <ul style="list-style-type: none"> <li>• New Hero Destini 125 launched at an attractive price offer</li> <li>• Xoom Combat Edition</li> <li>• Xoom 125 &amp; Xoom 160 launched at Bharat Mobility 2025</li> </ul>
<b>Electric Mobility</b>	<ul style="list-style-type: none"> <li>• VIDA partnered with Procam International for TCS Word 10K</li> <li>• Launched the range of VIDA V2 electric scooters thus entering the mass market segment</li> <li>• VIDA had partnered with the 18th Jaipur Literature Festival, reinforcing its vision of "A New Chapter in the World of Electric Mobility."</li> </ul>
<b>Global Business</b>	<ul style="list-style-type: none"> <li>• Inaugurated assembly facility in Nepal with partner CG Motors</li> <li>• Announced setting-up a wholly owned subsidiary in Brazil</li> <li>• Entered Southeast Asian geography by Commencing operations in the Philippines</li> <li>• Announced plans to enter multiple European and UK markets by the second half of 2025.</li> </ul>
<b>Brand</b>	<ul style="list-style-type: none"> <li>• Hero MotoCorp made a strategic investment of Rs.525 Cr to acquire significant stake in Euler Motors</li> <li>• Hero MotoCorp and Harley-Davidson announced an extension of existing collaboration to expand the X440 motorcycle into new variants and to develop and manufacture a new motorcycle</li> <li>• Honored with the prestigious Platinum A'Design Award in the Vehicle, Mobility and Transportation Design category for the Surge S32.</li> <li>• Hero MotoCorp joined the ONDC network, the country's first auto company to join the network</li> <li>• Partnered with the Indian Army to commemorate the 25th anniversary (Silver Jubilee) of 'Operation Vijay' of the Kargil War</li> <li>• Hero MotoCorp launched Hero for Startups (HFS) - a pioneering accelerator program focused on startups to transform mobility for Bharat and beyond Raised Rs. 8.6 Crores for Charitable Initiatives through 'The Centennial' auction.</li> </ul>
<b>ESG</b>	<ul style="list-style-type: none"> <li>• The Company's commitment to Environment, Social, and Governance (ESG) has resulted in significant improvement in S&amp;P Dow Jones Sustainability Index (DJSI) score from 51 to 69. Hero MotoCorp now ranks no 1 on DJSI score amongst 2-</li> </ul>

	<p>wheeler industry in India and fourth in global automotive industry.</p> <ul style="list-style-type: none"> <li>• Hero MotoCorp certified as Zero-Waste-to-Landfill (ZML)</li> <li>• Hero MotoCorp won the 11th CII National Award for environmental best practices in 2024</li> <li>• Participated in FTSE Russell and now Hero MotoCorp is part of the FTSE4Good Index Series</li> <li>• Hero MotoCorp achieved significant recognition by winning the prestigious Sword of Honour from the British Safety Council. The honor was bestowed upon Hero MotoCorp’s Gurugram manufacturing facility for demonstrating excellence in health, safety, and wellbeing at work</li> </ul>
<p><b>Customer Outreach Programs</b></p>	<ul style="list-style-type: none"> <li>• Announced an innovative festive campaign - ‘Shubh Muhurat Aaya, Hero Saath Laya’ marking the third edition of Hero MotoCorp’s Grand Indian Festival of Trust (GIFT). It featured youth icons and actors, Divyendu Sharma and Hansika Motwani in a ground-breaking GenAI campaign</li> <li>• Hero MotoCorp has unveiled its latest campaign for the Hero Xtreme Power Brand featuring global icon Virat Kohli. The film is centered around the Xtreme brand’s motto, “Challenge the Xtreme”</li> </ul>
<p><b>CSR Initiatives</b></p>	<ul style="list-style-type: none"> <li>• Over 4,000 women trained to become two-wheeler technicians under Project Saksham in partnership with ASDC with a goal of training 20,000 women.</li> <li>• Trained over 1,000 students through Road Safety Camp in association with Delhi Police</li> </ul>
<p><b>Sports Initiatives</b></p>	<ul style="list-style-type: none"> <li>• Hero MotoSports won the FIM World Rally-Raid Championship (W2RC) 2024 – making it the sixth overall and first Indian manufacturer to earn a FIM world title. Ross Branch received the title after his stellar performance throughout the season. This was also a major victory for the country, cementing its position in the big league of larger and older teams</li> <li>• Hero MotoCorp has extended its title sponsorship of the Hero World Challenge through the 2030 playing</li> <li>• Entered a partnership with the International Hockey Federation (FIH) for a period of 5 years</li> <li>• Hero MotoCorp has signed on as the Title Sponsor of the Hockey India League for the next three seasons, starting from 2024-25</li> </ul>

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