

February 2, 2019

Asst. Vice President, Listing Deptt.
National Stock Exchange of India Ltd.,
Exchange Plaza, Plot C/1, G Block
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 Ltd.

A handwritten signature in blue ink, appearing to read 'Neerja Sharma', with a horizontal line underneath.

(Neerja Sharma)
Company Secretary

Encl.: As above

Hero MotoCorp Ltd.

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HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J

New Delhi, February 2, 2019

HERO MOTOCORP REPORTS 582,756 UNIT SALES IN JANUARY 2019

Hero MotoCorp Ltd., the world's largest two-wheeler manufacturer, today reported sales of 582,756 units for the month of January 2019.

The weak market sentiment from the previous quarter spilled over to January and continued to dampen sales. The industry has been witnessing lower retail off-take in the past few months due to multiple factors, like the credit crunch and higher two-wheeler insurance costs.

However, the customer sentiment has begun to improve in the past two weeks, and the Company expects sales to pick-up in this quarter, which has traditionally been a phase of positive sales.

Hero MotoCorp has lined-up a series of launches in its two focus segments – premium motorcycles and scooters – that are expected to bring the much-needed excitement in the market. The Company's first scooter in the 125cc segment, the Destini 125 has already received overwhelming response from customers.

The Interim Budget – with the direct benefit scheme for the farmers and the income tax exemptions for a portion of the middle class - will drive consumption and help the rural economy, thereby giving a boost to the two-wheeler industry.

Earlier this week, Hero MotoCorp announced the setting-up of its first Research and Development (R&D) Center at a global location - the Hero Tech Center Germany GmbH. A wholly-owned subsidiary of Hero MotoCorp Limited - the new Center of technology - located at Stephanskirchen near Munich in Germany - will operate in tandem with Hero's Global R&D hub, the Centre of Innovation and Technology (CIT) in Jaipur, in the northern Indian state of Rajasthan.

In January, the Company's rally racing team, Hero MotoSports Team Rally, marked another glorious day in its journey, as the Team secured its second consecutive Top-10 finish at the Dakar Rally. The Team also successfully achieved its third successful finish at the Dakar, with its riders arriving at the finish line in all the three years that it has participated at the Dakar.

For more information:

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