

November 2, 2017

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', is written over a blue horizontal line.

(Neerja Sharma)
Company Secretary



Encl.: as above

Hero MotoCorp Ltd.

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HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN NO.: AAACH0812J



New Delhi, November 2, 2017

HERO MOTOCORP CAPS OFF RECORD-BREAKING FESTIVE SEASON WITH MORE THAN 2 MILLION UNITS IN RETAIL SALES

CLOCKS 631,105 UNITS IN DESPATCH SALES IN OCTOBER – SIXTH CONSECUTIVE MONTH OF 6-LAKH-PLUS SALES

Riding on robust consumer demand for its range of motorcycles and scooters, **Hero MotoCorp Ltd.**, the world's largest two-wheeler manufacturer, sold a record **2 million units in retail sales** in the domestic market in the just-concluded festive season.

Carrying on the momentum of robust sales during the festive period, Hero MotoCorp despatched 631,105 units of two-wheelers in October, clocking its 6th consecutive month of six-lakh plus sales. The sturdy sales in October has come on top of the strong base of 663,153 units in October 2016, which were helped by the festive period coming later than it did this year.

The robust sales of Hero MotoCorp have been driven by popular demand for its iconic brands, including the Splendor, Glamour, Passion and HF Deluxe motorcycles as well as the Duet, Maestro Edge and Pleasure scooters.

Mr. Ashok Bhasin, Head of Sales, Marketing and Customer Care, Hero MotoCorp, said, *“Achieving 2 million two-wheeler retail sales in this year's festive season is a new benchmark and is a matter of immense pride for us. This landmark accomplishment once again highlights the tremendous faith that our consumers repose in brand Hero both for Motorcycles and Scooters. It is also the result of our very effective 360-degree "Go-to-Market" initiatives. There has been good improvement in the consumer sentiments in both the rural and urban markets and we are confident of carrying forward our sales momentum into the months ahead.”*

In the festive month of October, Hero MotoCorp set yet another global benchmark by selling over 3 lakh units of two-wheelers in retail sales in a single day - on the auspicious day of Dhanteras.

Riding on 10.9% growth with world record 2 million unit volumes in the second quarter (Jul-Sep) of FY'18, Hero MotoCorp on Wednesday reported underlying net revenue growth of 11.5%, EBIDTA margin of 17.4% and PAT of Rs 1010 crore.

For more information, please visit:

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

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