

HMCL:PR/03:SECT:17

March 29, 2017

The Secretary,
BSE Limited,
25th Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

Asst. Vice President,
Listing Department,
National Stock Exchange of India,
"Exchange Plaza",
Bandra Kurla Complex, Bandra (East),
Mumbai - 400 051

Sub: Press statement

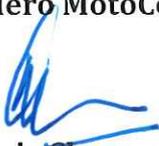
Dear Sir,

The Hon'ble Supreme Court today passed an order for ban on sale of vehicles that do not meet BS IV emission standards on and from April 1, 2017. In this context, please find attached a statement being issued by the Company.

You may take the same on your records.

Thanking you,

Yours faithfully,
for Hero MotoCorp Limited


(Neerja Sharma)
Company Secretary



Encl. a/a

Hero MotoCorp Ltd.

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HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN NO.: AAACH0812J

**PRESS STATEMENT FROM MR. PAWAN MUNJAL, CHAIRMAN, MANAGING DIRECTOR
& CHIEF EXECUTIVE OFFICER, HERO MOTOCORP LIMITED**

March 29, 2017

I welcome this move by the Supreme Court in the interest of public health.

Hero MotoCorp, the leading two-wheeler manufacturer, recognizing the need of the hour, carefully planned a proactive move to switch from BS III to BS IV compliant products across all our range well in time and have been producing only BS IV compliant products since one month before the given deadline. We have reduced our BS III inventory significantly in the past few months with the aim to minimize our stakeholder losses. However, environmental protection will take precedence over temporary financial benefits.

As a responsible corporate citizen, Hero MotoCorp has always been at the forefront of promoting sustainable mobility through environment-friendly manufacturing and products. We respect the sentiments of the judiciary and the government.