

April 1, 2021

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



(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl: As above

New Delhi, April 1, 2021

HERO MOTOCORP SELLS 5.77 LAKH UNITS OF TWO-WHEELERS IN MARCH 2021

REGISTERS ITS HIGHEST-EVER SALES OF 32,617 UNITS IN GLOBAL MARKETS IN A SINGLE MONTH

Capping off the FY'21 on a positive note, **Hero MotoCorp Ltd.**, the world's largest two-wheeler manufacturer sold **576,957** units of motorcycles and scooters in March 2021, registering a **growth of 72%** over the corresponding month in the previous year. The company had sold **334,647** units in March 2020.

In March last year, sales were adversely impacted due to the impending transition to BSVI from April 2020, in addition to the nationwide lockdown towards the latter half of the month due to coronavirus pandemic.

Significantly, the Company registered its highest-ever sales in Global Business (GB) in a single month by clocking 32,617 units in the month of March, a growth of 82% over the corresponding month in 2020 when it had sold 17,962 units in its global markets.

Mr. Sanjay Bhan, Head – Global Business, Hero MotoCorp said, *“Hero MotoCorp’s global business has been gaining traction and we are optimistic of maintaining the healthy growth trajectory across geographies in the coming months. The recovery in consumer demand and efficient collaboration with our global distributors has enabled us to achieve these numbers. While the coronavirus pandemic continues to impact the global auto industry, we are witnessing strong preference for the wide range of motorcycles and scooters – including the premium motorcycles Xpulse and Hunk 160R - across markets, especially in Latin America.”*

In FY'21, the auto industry witnessed significant disruptions triggered by the Coronavirus pandemic, restricting customer movement. Despite these challenges, Hero MotoCorp sold **57,91,539 units** of two-wheelers in the fiscal year (April 2020-March 2021).

Mr. Naveen Chauhan, Head – Sales and After-Sales, Hero MotoCorp said, *“The financial year 2020-21 for us has been a period of sharp revival and setting new milestones, despite the backdrop of a significant downturn in the automotive market. During the fiscal, we surpassed the monumental milestone of 100 million units in cumulative sales since our inception. We are currently offering the broadest-ever range of scooters and motorcycles, each with its own distinctive personality that resonates with our customers. In keeping with our vision to ‘Be the Future of Mobility’, Hero MotoCorp will be launching a host of new motorcycles and scooters over the next five years.”*

	Mar'21	Mar'20	FY'21	FY'20
Motorcycles	524608	305932	5333481	5990440
Scooters	52349	28175	458058	419279
Total	576957	334647	5791539	6409719
Domestic	544340	316685	5599930	6231458
Exports	32617	17962	191609	178261

Highlights (April 2020-March 2021)	
Product Launches	<ul style="list-style-type: none"> • Launched a range of premium and youthful motorcycles and scooters – Glamour Blaze, Pleasure+ Platinum, Maestro Edge 125 'Stealth' Edition and Splendor+ Black and Accent • Launched Xtreme 200S BS-VI • Dispatched the Hero Xtreme 160R • Destini 125 Platinum launched
Strategic Partnership	<ul style="list-style-type: none"> • Entered into an alliance with Harley-Davidson <ul style="list-style-type: none"> ○ To develop and sell a range of premium motorcycles under the Harley Davidson brand name ○ To sell Parts & Accessories and General Merchandise riding gear and apparel through a network of brand-exclusive Harley-Davidson dealers and Hero's existing dealership network in India ○ Sets up dedicated business unit to manage the Harley Davidson business in the country • Increased its equity share in Ather Energy <ul style="list-style-type: none"> ○ Made an additional investment of Rs 174 crore (US\$ 24 million) in Ather Energy, taking up its shareholding in the Company to 34.81%
Sales Milestones	<ul style="list-style-type: none"> • Registered its highest-ever sales for any month in October 2020 with 806,848 units • Retailed more than 1.4 million units of motorcycles and scooters during the 32-day festive period • Reported best ever Q3 with 18.45 lakh units • Surpassed the cumulative production milestone of 100 million units
Strengthening of Leadership	<ul style="list-style-type: none"> • Air Chief Marshal (Retd.) B. S. Dhanoa appointed as a Non-Executive and Independent Director on the Board of the Company • Sanjay Bhan, returned to Hero MotoCorp to Head its Global Business (GB) • Global mobility expert Michael Clarke appointed as Chief Operating Officer (COO), with the additional role of Chief Human Resources Officer (CHRO)

<p>Customer Outreach Programs</p>	<ul style="list-style-type: none"> • Launched the ‘App Challenge’ and ‘Hero CoLabs – The Design Challenge’, innovative platforms fostering creativity and technical & design skills among budding designers, programmers, developers, students • Introduced a 24x7 Roadside Assistance (RSA) program for its valued customers • Online sales platform – eSHOP launched to enable a seamless buying experience for the customers
<p>Strategic Sports Initiatives</p>	<ul style="list-style-type: none"> • The Hero MotoSports Team Rally riders Sebastian Buhler and Joaquim Rodrigues finished in top 20 in the Andalucia Rally in Spain. Their teammate - Indian ace C S Santosh also finished in a commendable 23rd position. • Became the Title Partner of the Hero Open – the second of six events in the European Tour’s new UK Swing • Enabled the commencement of Twenty20 cricket league after the lockdown by partnering with the Hero Caribbean Premier League
<p>CSR Initiatives</p>	<ul style="list-style-type: none"> • Distributed 23 lakhs meals, 34,000+ ration kits, 37,201 litres of sanitizers, 44 lakhs face masks and 44,000+ PPE kits to the government hospitals, Police departments and other agencies • Handed over 60 unique First Responder Vehicles (FRVs), custom-built as an upgrade on powerful Xtreme 200R motorcycle, to the government authorities in Punjab, Haryana, Maharashtra, Mizoram, Jammu and Kashmir, Chhattisgarh, Himachal Pradesh, Orissa, Uttrakhand, Rajasthan, UP, Gujarat • Delivered 751 units of Hero Glamour to Karnataka Police • 100 Destini 125 & Maestro Edge 125 scooters presented to women police officers of Gorakhpur
<p>Global Presence</p>	<ul style="list-style-type: none"> • Reinforced its presence in Central America and Mexico

For more information, please visit:

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

Press Contact:

corporate.communication@heromotocorp.com