

May 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**  
25<sup>th</sup> 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.**



**(Neerja Sharma)**  
**Company Secretary & Chief Compliance Officer**

Encl.: As above

Press Release

**New Delhi, May 1, 2021**

## **HERO MOTOCORP SELLS 3.72 LAKH UNITS OF MOTORCYCLES & SCOOTERS IN APRIL 2021**

### **EXTENDS CLOSURE OF PLANTS BY SIX DAYS TO BREAK THE COVID-CHAIN; TO RESUME OPERATIONS ON MAY 10**

**Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, sold 372,285 units in the month of April 2021.

The sales in April'21 were subdued due to the temporary closure of plant operations and the retail outlets across several key territories in India on account of the impact of the second wave of COVID-19.

The sales numbers of April 2021 is not comparable with the corresponding month of the previous year (April'20), since no vehicles were manufactured and dispatched to dealers, due to the nationwide lockdown after the outbreak of Covid-19.

In keeping with its commitment to the safety and welfare of its people and to break the chain of the spread of Coronavirus, Hero MotoCorp has decided to extend the shutdown at its manufacturing facilities across India, its Global Parts Center (GPC) in Neemrana and the R&D facility – the Centre of Innovation and Technology (CIT) in Jaipur by another six days till May 9, 2021. The plant operations will resume on May 10.

Hero MotoCorp had proactively halted the plant operations temporarily in a staggered manner for four days from April 22-May 1, in view of the rapid escalation in the spread of Covid-19 across the country.

All corporate offices of the company are in Work from Home (WFH) mode and a very small number of colleagues are allowed in offices on rotation basis for the continuity of essential services.

The company is continuously monitoring the situation and aims to compensate for the production loss during the remainder of the quarter.

	April'21
Motorcycles	339329
Scooters	32956
<b>Total</b>	<b>372285</b>
Domestic	342614
Exports	29671

\*\*\*\*\*

<b>Highlights - April 2021</b>	
<b>People First</b>	<ul style="list-style-type: none"> <li>Initiated Covid-19 vaccination drive across the organization, including its permanent and contractual employees</li> <li>The Company also facilitates similar vaccination initiative across its group companies such as Hero FinCorp, Hero Future Energies, Rockman Industries, Hero Electronix and AG Industries</li> <li>In order to ensure the safety of people across its ecosystem, Hero MotoCorp is also working closely with its dealers and supply chain partners to facilitate similar vaccination for their employees</li> </ul>
<b>Community Outreach (CSR)</b>	<ul style="list-style-type: none"> <li>Signed a Memorandum of Understanding (MoU) with the Municipal Corporation of Gurugram (MCG) in Haryana for the ecological restoration and conservation of the Aravali Biodiversity Park</li> <li>Partnered with the Ramakrishna Mission Sevashrama, Kankhal (RMSK) at Haridwar in Uttarakhand for strengthening their healthcare system and response to Covid-19 with 122-bed Covid-hospital</li> <li>Hero MotoCorp is providing its motorcycles and scooters for safe, personal commuting by health workers and medical staff in several states, including Delhi &amp; NCR, Haryana, Uttarakhand, Rajasthan and Gujarat</li> <li>Contributed oxygen cylinders for emergency medical use by some of the hospitals in Delhi and Haryana along with donating PPE kits to several states</li> </ul>
<b>Operations</b>	<ul style="list-style-type: none"> <li>Hero MotoCorp proactively paused its operations temporarily at all of its manufacturing facilities across the country, including its Global Parts Center (GPC), in view of the ongoing escalation in the spread of Covid-19 across the country</li> </ul>
<b>Digital Initiatives</b>	<ul style="list-style-type: none"> <li>Hero MotoCorp launched a comprehensive range of sales and aftersales services on the messaging app - WhatsApp. Customers can avail a host of services from an easy-to interact menu-based chat-bot that can be accessed 24*7 on the messaging platform</li> <li>The company launched Virtual Showroom feature to provide an Immersive Digital Buying Experience to customers. The feature will enable customers to discover, engage and purchase Hero's motorcycles and scooters through a seamless digital experience</li> </ul>

<b>Partnerships</b>	<ul style="list-style-type: none"><li>• Hero MotoCorp announced a strategic partnership with Gogoro® Inc. to accelerate the shift to sustainable electric mobility in India</li><li>• The joint venture to bring Gogoro's industry leading battery swapping platform to India and collaborate on electric vehicle development to bring Hero branded, powered by Gogoro Network vehicles to market</li></ul>
<b>Harley-Davidson</b>	<ul style="list-style-type: none"><li>• Hero MotoCorp along with Harley-Davidson announced the H-D 2021 Model Year Pricing</li><li>• Introduced the Pan America Adventure Tourer along with bookings open for the 2021 range</li></ul>

\*\*\*\*\*

For more information, please visit:

[www.heromotocorp.com](http://www.heromotocorp.com) | FB: /HeroMotoCorpIndia | Twitter: @HeroMotoCorp

Press Contact:

[corporate.communication@heromotocorp.com](mailto:corporate.communication@heromotocorp.com)