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HERO MOTOCORP SETS NEW STANDARD IN CUSTOMER SERVICE STARTS HOME DELIVERY OF TWO-WHEELERS

CUSTOMERS CAN AVAIL THE SERVICE FROM COMPANY'S DEDICATED E-COMMERCE PORTAL WWW.HGPMART.COM

Hero MotoCorp, the world's largest two-wheeler manufacturer, has set a new benchmark for customer service in the two-wheeler industry, with its latest customer focused initiative. As part of the new convenience service, the Company will deliver new two-wheelers to the customers literally at their doorstep – at a nominal charge.

A first-of-its-kind initiative in the two-wheeler industry, this service is currently available in three cities, including Mumbai, Bengaluru and Noida. The Company plans to expand this facility to 25 cities over the next few months in a phased manner. Customers who wish to avail the home-delivery service can visit Hero's e-commerce portal, www.HGPmart.com.

Commenting on the initiative, Sanjay Bhan, Head of Sales, Aftersales & Parts Business, Hero MotoCorp, said, *"At Hero MotoCorp we continuously invest in developing innovative processes and business models to ensure our customers get the best in class experience. Our new initiative will raise the bar for customer experience in the two-wheeler category. As the youth of today increasingly look for value-added services in every purchase that they make, brands have to step-up their strategic thinking to stay ahead of the curve in a rapidly evolving market environment."*

"We have been the first-mover in the e-commerce space and we are continuing this trend by commencing this new service. The motorcycle or scooter can be delivered at any address of your choice, not just at your home," he added.

Hero MotoCorp, which sells one out of every two motorcycles sold in the country, has developed a simple procedure for this purpose, under which the entire process from booking to delivery is completed in three easy steps. 1. After logging-in to www.HGPmart.com, the customer can select their preferred product and then choose a dealer to make the booking payment. 2. Then Hero's third-party service provider will collect all necessary documents from the customer's home/office address at the desired time slot. 3. Once the vehicle is successfully registered with the local road transport office, it will be delivered to

the customer. Customers will need to pay a nominal fee of Rs. 349 to avail of this service.

Hero MotoCorp has already been a pioneer in the e-commerce space, having partnered with an e-commerce portal to sell two-wheelers online. In 2018, it pioneered the two-wheeler spare-parts' online retail through its official portal www.HGPmart.com. Buoyed by its success, the Company subsequently shifted the online booking of Hero products from its official company website to this portal, which has since received nearly 4000 bookings.

For more information:

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