

March 15, 2018

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'.

(Neerja Sharma)
Company Secretary

Encl.: as above



New Delhi, March 15, 2018

HERO MOTOSPORTS TEAM RALLY TO PARTICIAPTE IN THE DESERT STORM: 2018

Following its best ever performance at the toughest rally race on the planet – the Dakar Rally, this year, Hero MotoSports Team Rally is all set to enter its first domestic race of 2018 season, the Desert Storm: 2018.

The Team will enter the Rally with its Indian star rider and three-time winner of the Rally – CS Santosh. This will be Hero MotoSports' third domestic Rally, following the Desert Storm and BAJA India in 2017. This Rally will mark the debut of the Hero 450 RR bike on the national racing scene. The bike has already delivered an impressive performance at the Dakar earlier in the year.

Team's sole rider for the Rally, CS Santosh, will start the Rally as the favourite and look to add to his tally of victories here. In the 2017 edition of the Desert Storm, Santosh had suffered a horrid back injury that rendered him out of action for three months. This year, the team is hoping to bring home a solid performance without any accidents or mishaps.

This year, the Desert Storm will be conducted from March 17 to March 23, 2018. Following ceremonial flag-off in Noida, the Rally move to Bikaner for its first stage on March 19 and then travel to Jaisalmer, where it will spend 4 days before concluding on March 23. The Rally will challenge the riders with a distance of about 1700 kms in and around the famous deserts of Bikaner and Jaisalmer.

Dr. Markus Braunsperger, CTO, Hero MotoCorp and Head of Hero MotoSports: *"It has been a great year for us with the team improving on every aspect of the sport and delivering some great results at the world rally stage. We will continue to push ourselves to deliver even better performances. We are really excited for Santosh racing on his new Dakar bike and taking on the Indian deserts at the Desert Storm 2018."*

C S Santosh, Rider, Hero MotoSports Team Rally: *“Back in the Thar Desert, I’m sure this year will be as special as the previous ones. I love racing here, in India and in Rajasthan. I’m also excited to be racing the new Hero 450 RR bike for the first time, in India. I expect a good race and valuable seat time on my Rally bike.”*

For more information:

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