

January 2, 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.


(Neerja Sharma)
Company Secretary



Encl.: as above

Hero MotoCorp Ltd.

Regd. Office: 34, Community Centre, Basant Lok, Vasant Vihar, New Delhi-110057, India
Tel. +91-11-26142451, 46044100, Fax +91-11-26143321, 26143198
HeroMotoCorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J





HERO MOTOCORP SURPASSES RECORD 7 MILLION UNIT SALES IN CALENDAR YEAR (JAN-DEC) 2017 - YET ANOTHER GLOBAL BENCHMARK

REGISTERS DOUBLE-DIGIT GROWTH IN APR-DEC 2017 PERIOD

New Delhi, January 2, 2018

Riding on robust demand for its popular range of two-wheelers, **Hero MotoCorp Ltd.**, the world's largest two-wheeler manufacturer, capped-off the calendar year (January-December 2017) with yet another global benchmark.

Hero MotoCorp surpassed the landmark seven million units in cumulative sales in a calendar year. The Company sold a record **7,207,363** units of two-wheelers in the period January – December 2017.

The cumulative sales of Hero MotoCorp in the Financial Year 2017 (April-December 2017), have now risen to **5,585,558** units, translating into a **double digit growth of 11%** over the corresponding period (Apr-Dec 2016), when it had sold 5,042,435 two-wheelers.

Hero MotoCorp sold 472,731 units in December 2017, as against 330,202 units in the corresponding month (Dec 2016), registering a **strong growth of 43%**.

Commenting on the occasion, **Mr. Pawan Munjal, Chairman, Managing Director & Chief Executive Officer, Hero MotoCorp** said, *"2017 has been a landmark year in our strategic endeavor to further consolidate our market leadership. Despite the challenging industry environment, we successfully created a series of benchmarks, not only for the Indian market but also for the global automotive industry. Starting with our first global product launch in Argentina in January, we have continued to delight the customers with our technologically-advanced and youthful range of new two-wheelers. This has clearly been reflected in the strong demand pattern for our motorcycles and scooters. We are now entering the last quarter of this fiscal with a strong focus on the premium segment and scooters and we are confident of sustaining our growth momentum."*

In December, the Company unveiled three new motorcycles – the 125cc Super Splendor, the 110cc Passion PRO and the 110cc Passion XPRO – to further augment its dominant leadership in the domestic market. These motorcycles will be introduced in a phased-manner starting January 2018.

Highlights of the Calendar Year (January-December 2017)

Sales Milestones	<ul style="list-style-type: none"> – Surpassed 75 million units in cumulative sales since its inception – New Global Landmarks: <ul style="list-style-type: none"> ○ First two-wheeler company in the world to register two million sales (20,22,805 units) in a quarter (Jul'17-Sep'17) ○ First two-wheeler company to surpass the 'seven lakh sales mark' in any month (720,739 unit sales in September 2017) – Registered record retail sales of over two million units during the festive period; translating into double digit growth over the festive period in 2016 – Recorded highest ever single-day retail sales of over three lakh vehicles on Dhanteras
New Product Showcase	<ul style="list-style-type: none"> – Unveiled the XPulse concept motorcycle at the EICMA 2017 – Unveiled the new Passion PRO, Passion XPRO and Super Splendor in Dec'17 – Organised the first-ever Global Launch of a new product – Glamour – in Argentina in Jan'17
Global Foray	<ul style="list-style-type: none"> – Launched operations in two significant global markets, Argentina and Nigeria. Thereby, spreading global footprint to 35 countries
Expansion of International Manufacturing Operations	<ul style="list-style-type: none"> – Commenced commercial production at the second global manufacturing facility in Bangladesh in May'17
Industry Recognition	<ul style="list-style-type: none"> – Awarded the coveted title of 'Indian MNC of the Year' by the All India Management Association (AIMA)
Strategic Sports Initiatives	<ul style="list-style-type: none"> – Became the 'National Supporter' for the FIFA U-17 World Cup India 2017, held in Oct'17 – Extended the innovative night-golf competition, 'Hero Challenge' by three years to multiple events on the European Tour – Made an impressive debut at the Dakar 2017 through its motorsport division – Hero MotoSports Team Rally <ul style="list-style-type: none"> ○ Roped in a promising Spanish talent Orio Mena as the third rider ○ Showcased its new 'Hero RR 450' rally bike for the first-time in India – Appointed Argentine soccer legend Diego Simeone as Brand Ambassador

	– Hosted Hero World Challenge, a Tiger-Woods Invitational PGA sanctioned golf tournament in the Bahamas for the fourth consecutive year
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For more information:

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

Press Contact:

corporate.communication@heromotocorp.com

Weber Shandwick – India

Mansi Molasi +91 9650215869 mmolasi@webershandwick.com