

November 1, 2023

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 Sir(s),

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

Dhiraj Kapoor
Company Secretary & Compliance Officer

Encl: As above

Hero MotoCorp Ltd.

Regd. Office: The Grand Plaza, Plot No. 2, Nelson Mandela Road,
Vasant Kunj - Phase - II, New Delhi - 110070, India
Tel. +91-11-46044220, Fax +91-11-46044399
Email: corporate.communication@heromotocorp.com
www.heromotocorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J



New Delhi, November 1, 2023

HERO MOTOCORP MARKS ROBUST START TO THE FESTIVE SEASON WITH 26% GROWTH IN OCTOBER 2023

DESPATCHES 5.74 LAKH UNIT OF MOTORCYCLES & SCOOTERS IN THE MONTH

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, sold **574,930** units in the month of October 2023.

The Company registered a double-digit growth of 26% over the corresponding month of the previous fiscal when it sold **454,582** units in October 2022.

Hero MotoCorp expects the demand to remain optimistic on the back of the recent product launches in the premium segment and ongoing festive season.

October 2023 was an action-packed month for the company. Hero MotoCorp inaugurated its first premium dealership, 'Hero Premia' in Calicut, Kerala. It aims to provide an unrivalled premium sales and service experience, featuring modern architecture, appealing design, and new-age digital technologies.

Hero Premia will display Hero MotoCorp's range of premium products – including the newly launched flagship motorcycle Karizma XMR, Vida V1 scooters, and Harley-Davidson X440. The company has commenced the customer deliveries of Karizma XMR.

Hero MotoCorp commenced the deliveries of its first co-developed premium motorcycle, the Harley-Davidson X440, on the auspicious first day of the Navratri festival. Under the mega deliveries drive, 1,000 units were sold across 100 dealerships in India.

The company also announced the second edition of Hero GIFT – the Grand Indian Festival of Trust which includes new model refreshes, eye-catching color schemes, exciting benefits, finance schemes, and more. The theme of the campaign is '*Iss Tyohar, Nayi Raftaar*,' reflecting the positive sentiments of Indian families gearing up to celebrate the festival with excitement and optimism.

Press Release

	OCT' 23	OCT' 22	YTD FY'24	YTD FY'23
Motorcycles	529,341	419,568	3,099,029	3,058,185
Scooters	45,589	35,014	245,001	214,758
Total	574,930	454,582	3,344,030	3,272,943
Domestic	559,766	442,825	3,240,956	3,160,105
Exports	15,164	11,757	103,074	112,838

For more information on Hero MotoCorp:

Press Contact:

corporate.communication@heromotocorp.com

