

January 02, 2024

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.

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New Delhi, January 2, 2024

HERO MOTOCORP CAPS-OFF CALENDAR YEAR 2023 ON A POSITIVE NOTE

SELLS MORE THAN 54.99 LAKH MOTORCYCLES AND SCOOTERS FROM JANUARY-DECEMBER 2023

Continuing to further consolidate its market leadership, **Hero MotoCorp**, the world’s largest manufacturer of motorcycles and scooters, sold more than 54.99 lakh units during the January-December period. This translates into a growth of 5% over the corresponding period (January-December 2022), when it had sold 52.47 lakh units.

The company dispatched 393,952 units of motorcycles and scooters in the month of December 2023.

With increased government spending and improved liquidity, encouraging farm activity and the upcoming marriage season, the company expects a positive momentum to build up from the fourth quarter onwards.

In the month of December 2023, Hero MotoCorp announced strengthening of its leadership team with the appointment of two senior executives - Vivek Anand as Chief Financial Officer (CFO) and Rachna Kumar as the Chief Human Resources Officer (CHRO). Both Vivek and Rachna will report to Niranjana Gupta, CEO, Hero MotoCorp.

The company announced its partnership with Ather Energy for an interoperable fast-charging network across India. Through this collaboration, EV users will be able to seamlessly use both VIDA and Ather grids across the country. The combined network will cover 100 cities with over 1900 fast-charging points.

Hero MotoSports Team Rally unveiled its team for the Dakar Rally 2024. A full-rider squad of four Rally GP class pilots - Joan Barreda Bort, Joaquim Rodrigues, Ross Branch, and Sebastian Buhler – will represent the only Indian team at the Dakar 2024.

	DEC'23	DEC'22	YTD FY'24	YTD FY'23
Motorcycles	354,658	356,749	3,894,963	3,767,768
Scooters	39,294	37,430	334,069	290,286
Total	393,952	394,179	4,229,032	4,058,054
Domestic	377,842	381,365	4,095,084	3,921,309
Exports	16,110	12,814	133,948	136,745

Highlights January – December 2023	
Product Launches	<ul style="list-style-type: none"> • Launched the high-tech 100cc scooter Xoom under a new brand portfolio • Expanded on its 125cc segment with the launch of the Super Splendor XTEC • Introduced the all-new OBD-II and E20 compliant adventure motorcycle - XPulse 200 4 Valve • Launched a refreshing new range of its highly popular 100cc motorcycle – the HF Deluxe • The tech-loaded and stylish commuter motorcycle the Passion+ was launched in its all-new avatar • Launched the premium and stylish all new Xtreme 160R 4 valve for the sporty 160cc segment • Hero MotoCorp and Harley-Davidson launched their jointly developed Harley-Davidson X440 for the India market • Strengthened the 200cc motorcycle segment with the launch of the new Hero Xtreme 200S 4 Valve • Launched the iconic Karizma motorcycle in its all-new avatar, the Karizma XMR
Business	<ul style="list-style-type: none"> • Appointed Mr. Niranjan Gupta as Chief Executive Officer of the company • Commenced deliveries for the Vida V1 Pro across Delhi, Jaipur • Inaugurated its first-of-its-kind premium dealership, the Hero Premia store, in Calicut, Kerala • Unveiled three concept vehicles - Concept 2.5R XTunt, Lynx and Acro as well as three production-ready vehicles - Xoom (125R & 160), Vida V1 Pro and Vida V1 Coupe at EICMA 2023
Strategic Alliance	<ul style="list-style-type: none"> • Announced its partnership with Motorsport SA as a distributor for Hero products across Costa Rica • Partnered with California-based Zero Motorcycles to produce premium electric motorcycles for its markets • Entered into a partnership for an interoperable fast-charging network in India with Ather Electric
Sports Initiatives	<ul style="list-style-type: none"> • Concluded the best ever Dakar Rally run for Hero MotoSports with three riders successfully completing the gruelling rally at its 2023 edition • Hero MotoSports Team Rally concluded its campaign at the Abu Dhabi Desert Challenge 2023 with a remarkable top-5 result

	<ul style="list-style-type: none"> • Hero MotoSports Team Rally further bolstered its team line-up with the signing of top-rider Joan Barreda Bort ahead of the Dakar Rally 2024 • Hosted the 2023 edition of the Hero World Challenge golf tournament at Nassau, Bahamas in partnership with the Tiger Woods foundation
<p>Customer-engagement initiatives</p>	<ul style="list-style-type: none"> • Organised the first-of-its-kind ‘Hero Ride fest’ in Pune for young customers to witness the Hero’s X-range of motorcycles and riding culture-inspired fashion show • Launched a new campaign ‘Where Next?’ for its touring motorcycle – XPulse 200T 4V featuring celebrated brand ambassadors and youth icons, Anushka Sharma and Virat Kohli • Launched an ad campaign for its recently launched Xoom 110cc scooter featuring celebrated Bollywood actor Ranbir Kapoor • Lighted up the festive season with the second edition of Hero GIFT (Grand Indian Festival of Trust) for its customers
<p>Corporate Social Responsibility</p>	<ul style="list-style-type: none"> • Extended Green drive in Haryana by commencing the planting of 50,000 saplings in Karnal • Set up a state-of-the-art 18-bed ICU unit at the Moinakhurung Model Hospital in Kamrup (Rural) district of Assam • Handed over 280 motorcycles and scooters to the Uttar Pradesh government for use by Forest department officials • Partnered with the Uttarakhand government to aide their conservation efforts by presenting 10 Hero Glamour motorcycles to the 127 Infantry Battalion (Territorial Army), Garhwal Rifles • Partnered with the Navy Welfare and Wellness Association (NWWA) to support their community development initiatives of providing occupational therapy, speech therapy, play and counselling to children born with neurodevelopmental disabilities

For more information on Hero MotoCorp:

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