

October 1, 2019

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 w.r.t. units sold in the month of September 2019.

Kindly place the same on your records.

Thanking you,

For Hero MotoCorp Ltd.

A handwritten signature in blue ink, appearing to be 'Neerja Sharma'.

(Neerja Sharma)
Company Secretary & Chief Compliance Officer

A small, stylized blue icon, possibly representing a document or a specific function.

Encl.: As above

New Delhi, October 1, 2019

HERO MOTOCORP SELLS 612,204 UNITS OF TWO-WHEELERS IN SEPTEMBER 2019 TO REGISTER A GROWTH OF 12.6% OVER THE PREVIOUS MONTH

Hero MotoCorp, the world's largest two-wheeler manufacturer, sold 612,204 units of motorcycles and scooters in the month of September 2019.

With this, the Company registered a growth of 12.6% over the previous month (August 2019) when it had sold 543,406 units of two-wheelers.

To add cheer to the festive season, Hero MotoCorp has introduced a holistic range of benefits and schemes, covering sales and after-sales for customers around the country.

Sanjay Bhan, Head of Sales, After-Sales & Parts, Hero MotoCorp, said *"Growth in the market is driven by first-time buyers, and to attract this segment of customers we have introduced a host of special schemes including low down-payment, aggressive interest rates and easy EMIs. There is also a big segment of customers who are looking to replace their existing two wheelers, so we have introduced a festive exchange bonus of Rs. 3000/- on our Scooter range. Customers across the country looking to upgrade to the Xtreme range in the premium motorcycle category can avail of a special exchange bonus of Rs. 5000/-. Additionally, there are a range of goodies worth up to Rs. 2100/- for customers under Hero GoodLife and service package program. Customers can also get attractive financial benefits by making the purchase through specific apps.*

"We have also introduced offers to support our dealers, like increasing their credit limits, providing support for festive schemes and incentivizing their sales teams. We expect a positive festive season and improving trends from here on." he added.

During the month, Hero MotoCorp continued its drive to promote skilling amongst Indian youth with the inauguration of two world-class Training Centres in Andhra Pradesh and Delhi. The Company is creating state-of-the-art skill development centers across the country and has so far imparted skills training to more than 20,000 candidates with an objective of *Hunar Se Kamyabi Tak* (From Skilling to Success).

Further expanding the reach of its unique XTracks Experience, the Company organised the event in Bengaluru, providing an exciting opportunity for riders to experience the country's most exciting adventure bike – the new XPulse 200 – in a specially-curated thrilling off-road zone. The event also provided product and safety briefings to participants to enable them inculcate safe riding habits.

Hero MotoSports Team Rally, the motorsport team of Hero MotoCorp, registered its maiden win of the season in September, with a victory at the Pan Africa Rally 2019 in Morocco. This is the second overall win for the Team in its young career. The Team's performances this season have seen a consistent improvement over the previous years, with three podium finishes - at the Merzouga Rally, Desert Storm, and the victory at Pan Africa Rally 2019.

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