

July 1, 2020

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 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 Limited



(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl: As above

New Delhi, July 1, 2020

HERO MOTOCORP SELLS 4.5 LAKH UNITS OF MOTORCYCLES & SCOOTERS IN JUNE'20 - A GROWTH OF FOUR TIMES OVER THE MONTH OF MAY'20

REACHES 90% OF PRE-COVID SALES, SIGNALS POSITIVE SENTIMENTS & REVIVAL OF CONSUMER DEMAND

"We have demonstrated phenomenal leadership quality and tenacity to clock a sharp vertical growth in our sales at a time of massive disruption and uncertainty. This is an overwhelming reiteration of the enduring trust and faith that our customers repose in Brand Hero.

Sales of over 4.5 lakh two-wheelers in a highly disrupted month is also a clear signal of the resilience of the Indian economy to be able to revive in the face of any adversity. This has vindicated our strong belief in the robust fundamentals of the Indian economy.

A major part of the market demand is emanating from the rural and semi-urban markets, which have been helped to a large extent by the various stimulus packages rolled out by the government. A combination of multiple factors, including the forecast of a normal monsoon, a bumper Rabi crop and the upcoming festive season are expected to keep the momentum going over the next few months."

Dr. Pawan Munjal
Chairman & CEO – Hero MotoCorp

In keeping with its market leadership, Hero MotoCorp, the world's largest two-wheeler manufacturer, has led the revival of the domestic two-wheeler sector in the month of June with wholesale deliveries made to dealerships of over **450,744 units – a record sequential growth of four times over the 112,682 units dispatched in May'20.**

Considering these are unusual and highly disrupted times, it is appropriate and logical to compare the sales trajectory in the sequential months, and not with the corresponding month of the previous year.

This is also a highly commendable effort by the Plant Operations, Supply Chain and Strategic Sourcing teams at Hero MotoCorp to be able to ramp up rapidly and produce in massive numbers in the middle of such disruptions to cater to the market demand.

The sales in the first quarter of FY'21 was subdued due to the impact of COVID-19 and the effects of the closure of the plant operations and the retail outlets through the entire month

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of April and most of May. Despite the challenging conditions, Hero MotoCorp sold a total of 563,426 units of motorcycles and scooters in the first quarter of Financial Year (April-June) 2020-21.

Following stringent protocols for safety and wellbeing of its employees, Hero MotoCorp made significant progress in ramping-up the production across all its eight manufacturing facilities - six in India and two in global markets.

More than 95% of the customer touch points of Hero MotoCorp have been operational, also with strict safety measures and protocols in place.

In the month of June, Hero MotoCorp launched an integrated online sales platform – **eSHOP**. The website enables a seamless buying experience for the customers – completely digital. All the purchase related information and actions are built into the system, allowing customers to purchase their preferred motorcycle or scooter directly from the company website, in an easy and transparent manner.

Hero MotoCorp commenced the dispatches of its much-awaited motorcycle – the **Hero Xtreme 160R**. Adding a striking and powerful new chapter to the popular premium brand Xtreme, the Xtreme 160R further strengthens Hero MotoCorp’s presence in the premium motorcycle segment.

The motorcycle offers an unparalleled mix of performance, sportiness and features, while boasting a muscular stance with an optimum mix of comfort and control. The new Xtreme 160R will be available at Hero MotoCorp showrooms across the country at an attractive price point of Rs. **99,950/-*** (Front Disc with Single Channel ABS) and Rs. **1,03,500*** (Double Disc with Single Channel ABS).

*(both prices ex-showroom Delhi)

For more information, please visit:

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

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