

HMCL:PR/07:SECT:17

July 1, 2017

The Secretary,
BSE Limited,
25th Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

Asst. Vice President,
Listing Department,
National Stock Exchange of India,
"Exchange Plaza",
Bandra Kurla Complex, Bandra (East),
Mumbai - 400 051

Sub: Statement on reduction in prices

Dear Sir,

Please find attached herewith a copy of the statement on reduction in prices being issued by the Company.

You may take the same on your records.

Thanking you,

Yours faithfully,
for Hero MotoCorp Ltd.



(Neerja Sharma)
Company Secretary

Encl. a/a



Hero MotoCorp, the world's largest two-wheeler manufacturer, has welcomed GST as a game-changing tax reform in the country.

The Company is passing on the benefit of GST to its customers with a reduction in the prices of models across its product portfolio in most of the states w.e.f. July 1, 2017. The quantum of reduction ranges from Rs 400 to Rs 1800 on mass-selling models. The actual benefit varies from state to state, depending on the pre and post-GST rates. Some of the premium segment models would see a reduction of up to Rs 4000 in certain markets. In one or two states, such as Haryana, where the pre-GST rates were lower than the post-GST rate, the prices of a few models may go up marginally.

For more information, please visit:

www.heromotocorp.com | Facebook: /HeroMotoCorpIndia \ Twitter: @HeroMotoCorp

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