

November 28, 2018

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.

Kindly place the same on your records.

Thanking you,

For Hero MotoCorp Ltd.



(Neerja Sharma)
Company Secretary

Encl.: as above

FOR IMMEDIATE RELEASE
November 28, 2018

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HERO MOTOCORP EXTENDS ITS GLOBAL RIDE WITH TIGER WOODS

RETAINS THE GOLFING ICON AS ITS 'GLOBAL CORPORATE PARTNER'

Nassau (Bahamas): The New Delhi (India)-headquartered Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, today announced that it has renewed its association with the globally admired, Golfing great Tiger Woods. The journey of the Heroes began in 2014 when Hero MotoCorp signed Tiger as its Global Corporate Partner.

Commenting on the announcement, **Dr. Pawan Munjal, Chairman, Managing Director and Chief Executive Officer, Hero MotoCorp**, said, "Tiger is one of the greatest athletes in the history of sports. His persona transcends geographical, cultural and generational boundaries. We have had a mutually rewarding association with him over these past four years. As Brand Hero keeps expanding its global footprint across continents, our aim is also to take Golf to newer demographics and bring innovations to the game. Tiger will continue to play a valuable role in this exciting journey."

Sharing his views on Tiger's comeback this year, Dr. Munjal said, "I have known Tiger personally for many years and it is most gratifying to see him at the top of his game once again. He has scripted the most extraordinary return to the highest echelons of the game through sheer grit and determination. Like millions around the world, we look forward to many more years of inspirational performances from him and wish him the very best of luck."

The announcement comes ahead of the 2018 Hero World Challenge that will be played at Albany, Bahamas from Nov. 29 – Dec. 2, 2018. Hero MotoCorp has also been the title sponsor of the invitation-only PGA TOUR event hosted by Tiger Woods since 2014. The Company also recently extended its title sponsorship of the Hero World Challenge.

Speaking about his association with Hero MotoCorp, **Tiger Woods said**, "Through my interactions with Pawan and my association with Hero MotoCorp, I have come to understand the immense positive transformation that Hero is making across the world with its sustainable, eco-friendly engineering. It is exciting and enriching to know how Hero's range of motorcycles and scooters are empowering societies around the world by providing convenient mobility solutions. Pawan has a clear vision for not just the future of global mobility, but also the growth of Golf and I am glad to be a part of it. I thank Pawan and Hero MotoCorp for their continued support to the Hero World Challenge."

The 2018 Hero World Challenge will feature the tournament host Tiger Woods and an invitation-only field comprising of the top ranked golfers in the world - four of the top five, and 16 of the top 23 players in the world. The Hero World Challenge is a four-round, 72-hole stroke play event with a \$3.5 million purse and Official World Golf Ranking points.

One of the biggest global corporate promoters of sports in the world, Hero MotoCorp remains committed to support and nurture several sports, including Golf, Soccer, Field Hockey and Cricket.

In Golf, the Company is associated with all the three prestigious tours - the PGA TOUR, the European Tour and the Asian Tour.

In 2016, Hero MotoCorp introduced the innovative one-hole, knockout, night Golf contest – the Hero Challenge – on the European Tour. Since then, the Hero Challenge has grown to be a sought after engagement for players, celebrities and fans alike and has attracted a newer and younger generation of audience to Golf.

The company has also been sponsoring the prestigious Hero Indian Open tournaments in India - the men's Indian Open since 2006 and the Women's Indian Open since 2010.

About Hero MotoCorp Ltd.

The New Delhi (India)-headquartered Hero MotoCorp is the world's largest two-wheeler manufacturer, in terms of unit volumes sold by a single company in a year, the coveted position it has held for the past 17 consecutive years. Since its inception in 1984, the Company has sold over 85 million motorcycles and scooters in cumulative sales. Hero MotoCorp's global operations span across 37 countries in Asia, Africa and South & Central America. Hero MotoCorp has seven state-of-the-art manufacturing facilities, five in India and two at global locations - Colombia and Bangladesh – with a combined installed capacity of over 9 million units per annum. It's world-class, state-of-the-art R&D facility — the Centre of Innovation and Technology (CIT) — is located in Jaipur in the northern Indian state of Rajasthan. The Company has been associated with multiple sports for over two decades. 14-time Major winner Tiger Woods is its Global Corporate Partner and Argentine Soccer legend and current coach of Atletico Madrid, Diego Simeone, is its Brand Ambassador.

For more information on Hero MotoCorp:

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

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