

August 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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Global Leadership Partner

Hero MotoCorp and FIH Embark on Global Partnership

Strengthen association with new partnership for hockey's growth

The International Hockey Federation (FIH) is delighted to announce a new partnership with Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, for a period of five years.

With this pivotal agreement for hockey's development, Hero MotoCorp becomes FIH's Global Leadership Partner, and confirms their strong, long-term engagement with global hockey that has spanned over the past 15 years.

This strategic alliance aims to elevate the sport to new heights, drive hockey's global growth and inspire future generations of hockey enthusiasts worldwide.

Dr. Pawan Munjal and Tayyab Ikram met on the side-lines of the ongoing Paris Olympics to discuss the collaboration.

Commenting on the agreement, **Dr. Pawan Munjal, Executive Chairman, Hero MotoCorp said:** *"As the world gathers for the Olympic Games, I am proud to announce the renewal of our partnership with the International Hockey Federation (FIH) for the next five years. This collaboration highlights one of the most significant international sports alliances. In India, hockey symbolizes national pride and heritage.*

"As champions of sports, we recognize its profound impact on transforming lives and communities. Hockey, our national sport, deeply resonates with our cultural values. I congratulate Tayyab Ikram, President of FIH, for the sport's remarkable evolution through innovative tournaments and formats. These efforts have broadened hockey's appeal and engagement with future generations.

"Hero MotoCorp is committed to elevating hockey's prominence, with upcoming global events in India playing a pivotal role. We aim to inspire youth worldwide with values of respect, equality, diversity, sustainability, and fair play, ensuring hockey's spirit shines brightly across the globe."

FIH President Tayyab Ikram said: *"This renewed partnership with Hero MotoCorp represents a tremendous support for the development of hockey – FIH's number one mission – all around the world.*

“As we have embarked on a new path to grow and professionalise our sport like never before through our Empowerment and Engagement strategy launched last year, this agreement comes at a very significant time.

“Thanks to Hero MotoCorp’s support, we will be able to expand our ambitions and objectives, for the good of hockey.

“In my personal name and on behalf of FIH, I would like to express the sincerest gratitude of the global hockey community to Hero MotoCorp, and in particular its Executive Chairman Dr. Pawan Munjal, whom we had the pleasure to welcome at the Paris 2024 Olympics hockey events.

“This partnership confirms Hero MotoCorp’s trust in FIH, and in our sport’s potential. We share the same vision of sports, fostering physical exercise, uniting people and developing communities. Together, we will grow!”

The partnership starts immediately and includes all FIH events for the next 5 years, including the FIH Hockey World Cup, the FIH Hockey Pro League, the FIH Indoor Hockey World Cup, the FIH Hockey Junior World Cup, the FIH Hockey5s World Cup or the FIH Hockey Nations Cup.

About Hero MotoCorp Ltd.

The New Delhi (India)-headquartered Hero MotoCorp Ltd. is the world’s largest manufacturer of motorcycles and scooters in terms of unit volumes sold by a single company in a year — the coveted position it has held for the past 23 consecutive years. The Company has sold over 116 million motorcycles and scooters in cumulative sales since inception. Hero MotoCorp currently sells its products in 48 countries across Asia, Africa and Latin America. VIDA, Powered by Hero, is Hero MotoCorp’s electric mobility brand. Hero MotoCorp has eight state-of-the-art manufacturing facilities, including six in India, and one each in Colombia and Bangladesh. Hero MotoCorp has two world-class, state-of-the-art R&D facilities — the Centre for Innovation and Technology (CIT) in India and Hero Tech Centre Germany (TCG), near Munich. Hero MotoSports Team Rally finished the Dakar Rally 2024 in second position. Iconic golfer Tiger Woods is Hero MotoCorp’s Global Corporate Partner.

For more information on Hero MotoCorp:



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