



**Dehradun, Uttarakhand**  
**May 8, 2023**

## **HERO MOTOCORP PARTNERS WITH UTTARAKHAND GOVT TO STRENGTHEN BIODIVERSITY CONSERVATION EFFORTS**

In keeping with its commitment to conserving biodiversity through plantation efforts, **Hero MotoCorp – the world’s largest manufacturer of motorcycles and scooters – has joined hands with the 127 Infantry Battalion (Territorial Army), Garhwal Rifles.**

As part of the initiative under ‘**Hero We Care**’, the Company’s umbrella Corporate Social Responsibility (CSR) platform, 10 Hero Glamour motorcycles were handed over to the **Honorable Chief Minister of Uttarakhand, Shri Pushkar Singh Dhami**, in a specially organized event here.

The motorcycles will provide mobility support to the 127 Infantry Battalion (Territorial Army), Garhwal Rifles, ensuring a plantation drive across the Garhwal division. The 127 Infantry Battalion (Territorial Army) Garhwal Rifles was raised in 1982 with the dual aim of facilitating resettlement of ex-servicemen and contributing to regeneration of ecology. The battalion uses technical expertise of the State Forest Department for ecosystem restoration-related activities and promotes environmental protection. The pickup trucks and motorcycles provided by Hero MotoCorp will, among other things, enhance the battalion’s capacity to carry out their ongoing afforestation work in the Garhwal region of Uttarakhand.

Speaking at the event, **Shri Pushkar Singh Dhami, Hon’ble Chief Minister of Uttarakhand, said**, “Hero MotoCorp has been a strong supporter of biodiversity and conservation efforts of the Uttarakhand government. We welcome their support in further strengthening our Horticulture Department’s efforts to protect and promote plantation in the State. With this initiative, Hero MotoCorp has taken a lead in collaborating with us in preserving the environment, and we urge other corporates to follow this example and come forward to contribute towards maintaining biodiversity in the state.”

Speaking about the partnership with the Uttarakhand government, **Bharatendu Kabi, Head – Corporate Social Responsibility (CSR) and Corporate Communication, Hero MotoCorp, said**, “At Hero MotoCorp, sustainability is a way of life. In keeping with this belief, we are collaborating with the 127 Infantry Battalion of Garhwal Rifles to equip them with the necessary mobility support to cover larger areas with the plantation drive. Uttarakhand has considerable forest cover and these forests are a reservoir of biodiversity that needs to be protected from the constant stress of increasing urbanization.”

Press Release

Over the years, Hero MotoCorp has been consistently supporting environmental efforts in Uttarakhand through its CSR initiatives. In the previous financial year (FY'23), the company also partnered with the Uttarakhand Forest Department to provide them with mobility support for enhanced patrolling by the forest rangers and guards .

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*For more information, please visit:*

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