



New Delhi, May 1, 2015:

## **HERO MOTOCORP RIDES INTO THE NEW FINANCIAL YEAR WITH OVER FIVE LAKH SALES IN APRIL**

**SELLS 533,305 UNITS OF TWO-WHEELER DURING THE MONTH  
SETS NEW GLOBAL BENCHMARK IN FUEL EFFICIENCY WITH 'SPLENDOR iSMART'**

**Hero MotoCorp Ltd (HMCL)**, the world's largest two-wheeler manufacturer, has commenced the new financial year (FY) 2015-16 with yet another month of five-lakh-plus unit sales.

HMCL sold 533,305 units of two-wheelers in April 2015. The company sold 571,054 units in the corresponding month last year.

The rural demand for automobiles has been adversely impacted by unseasonal rains witnessed in the month of March. Poor crop realization and a slowdown in rural wages have pulled back the rural economy, impacting retail off-takes in markets such as Bihar, Madhya Pradesh and sugarcane growing areas of Uttar Pradesh and Maharashtra.

Even in such challenging market environment, Hero MotoCorp has managed double-digit growth in the rural markets in West Bengal, Odisha, Karnataka, Uttarakhand and some parts of Uttar Pradesh.

### **Hero Splendor iSmart – the World's Most Fuel-Efficient Motorcycle**

In the month of April, HMCL announced **record mileage** for its recently launched '**Splendor iSmart**' motorcycle. As per the latest (March, 2015) Fuel Efficiency (FE) values, the i3S technology-enabled Splendor iSmart delivered a mileage of **102.50 kilometer per litre of petrol**, thereby setting a new global benchmark in fuel efficiency.

These FE values are certified by the iCAT (International Centre for Automotive Technology) and obtained in the mandatory emission test specified in Rule 115 of the Central Motor Vehicle Rules (CMVR) 1989, under controlled conditions using a reference fuel at an agency authorized by Rule 126 of the said Rules. iCAT is a division of NATRIP Implementation Society (NATIS) of the government of India.

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