



New Delhi, September 1st, 2015:

HERO MOTOCORP GEARS-UP FOR FESTIVE SEASON WITH SLEW OF NEW LAUNCHES

SELLS 480,537 TWO-WHEELERS IN AUGUST 2015

Hero MotoCorp Ltd. (HMCL), the world's largest two-wheeler manufacturer, sold 480,537 units of two-wheelers in August 2015. The company had sold 558,609 units in the corresponding month last year.

Committed to add impetus to the sector as market leader, HMCL has lined up a slew of new products leading up to the festive season. The festive season this year will begin almost three weeks late, as compared to last year, and this shift in season is also reflected in the subdued sales in August vis-à-vis the same period last year.

Hero MotoCorp will commence the new launches with the introduction of two brand new scooters, followed by new exciting bikes. With the upcoming festive season, we expect sentiments to improve which in turn is likely to revive market demand. The industry expects the second half of the year to be better than the first two quarters.

Continuing its strong association with global sporting platforms, Hero MotoCorp has become the Title Sponsor of the 2015 Men's Hockey World League Final. The event will be called "Hero Hockey World League Final" and will be held at Raipur, Chhattisgarh from 27th November – 6th December 2015.

In the month of August, HMCL also felicitated ace-golfer and Hero brand ambassador Anirban Lahiri for his historic tied-5th place finish at the PGA Championship – highest-ever finish by an Indian in a Major.

For more information, please visit:

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