



## ***HERO RIDES WITH TIGER***

**HERO MOTOCORP TEES OFF WITH TIGER WOODS AS ITS FIRST  
GLOBAL CORPORATE PARTNER**

**14 TIMES MAJOR CHAMPION TO BE INTEGRAL TO HERO'S BRAND  
BUILDING INITIATIVES IN ITS GLOBAL EXPANSION**

**Pawan Munjal**

**Vice Chairman, Chief Executive Officer  
& Managing Director  
Hero MotoCorp Ltd.**



*"Having spread our footprints across Asia, South and Central America and Africa over the past two years, we are now poised to make a quantum jump in our global foray, aiming to be in as many as 50 countries by 2020. As we embark on this exciting journey, we are pleased to have Tiger Woods as our partner in spreading the message of Hero MotoCorp. Tiger is not just a golfing champion and an icon for millions around the world; he is indeed a phenomenon – a symbol of humility in victory and grace in adversity. An achiever par excellence, Tiger's appeal and charisma spans across continents cutting through barriers of geography, age, language and nationalities. This partnership between Tiger and Hero MotoCorp, therefore, is truly reflective of Brand Hero's global journey. We have lined up exciting campaigns to build on the core values of Hero in our global markets and Tiger is going to play an integral role in these initiatives."*

**Isleworth Golf & Country Club, Orlando, Fla, United States**  
**Tuesday, December 2, 2014:**

Hero MotoCorp Ltd (HMCL), the world's largest manufacturer of two-wheelers, today announced 14-time major champion **Tiger Woods** as its **Global Corporate Partner**.

Woods joins the New Delhi (India)-headquartered Hero – a keen promoter of various disciplines of sports for over two decades now – at a time when the company is aggressively expanding its global footprint.

Addressing a press conference jointly with Pawan Munjal here today, **Tiger Woods** said “This association with Hero MotoCorp is exciting and it allows me to be involved with the world of two-wheelers and the vision of Pawan and Hero MotoCorp. We have a shared vision and I am proud to be working with the entire Hero family. For me, any collaboration and partnership has to be something that’s important to me. I greatly appreciate Hero sponsoring the Hero World Challenge that benefits my foundation, and my new role will greatly expand our worldwide relationship.”

Hero MotoCorp Ltd has also become a partner of the Tiger Woods Foundation to be the **Title Sponsor of the Hero World Challenge**. The Bombay Stock Exchange (BSE) and National Stock Exchange (NSE)-listed Hero MotoCorp currently sells its range of motorbikes and scooters in 20 countries spread across Asia, Africa and South and Central America. Hero is set to enter Europe in 2015 and US and Brazil by 2016. By the year 2020, Hero aims to be present in 50 countries with an annual combined sales volume of 12 million units. By that year, Hero also aims to surpass the cumulative sales of 100 million two-wheelers.

The 16<sup>th</sup>-annual **Hero World Challenge** will be held here at the renowned Isleworth Golf & Country Club between December 3-7, 2014, and will have 18 of the PGA TOUR’s best players compete for the \$3.5 million top prize. The 72-hole, stroke play event is co-sponsored by the PGA TOUR and benefits the Tavistock Foundation and the college-access programs of the Tiger Woods Foundation.

In addition to Tiger Woods, the **Hero World Challenge** will also see marquee players including **Billy Horschel, Bubba Watson, Chris Kirk, Graeme McDowell, Henrik Stenson, Hideki Matsuyama, Hunter Mahan, Justin Rose, Jason Day, Jordan Spieth, Jimmy Walker, Keegan Bradley, Matt Kuchar, Patrick Reed, Rickie Fowler, Steve Stricker, and defending champion Zach Johnson**.

Synonymous with some of the marquee sports partnerships in India as well as globally, Hero MotoCorp has had a steadfast commitment towards promoting various disciplines of sports including golf, cricket and hockey. Most recently, the company has also become the title sponsor of the India Super League – the first-of-its-kind franchise-based football league in the country. Hero is also the Title Sponsor of the Hero Hockey India League.

Hero MotoCorp has been associated with sports for over two decades now. A keen golfer himself, Mr. Munjal is the Past Chairman of the Asian PGA Tour Board of Directors and the Past President of Professional Golfers Association of India (PGAI). The company also hosts the annual Hero Indian Open for both men and women.

Hero is also one of the main partners of FIH – the apex body of global hockey, and was the title sponsor of the men’s hockey World Cup held in New Delhi in 2010.

Hero MotoCorp was also a Partner of the Commonwealth Games Delhi 2010 and Presenting Partner of the Queen’s Baton Relay (QBR).

Hero has also had a long association with cricket for more than two decades in various capacities – as one of the Global Partners of the International Cricket Council (ICC) and as team sponsors of Delhi Daredevils and later of Mumbai Indians teams in the Indian Premier League (IPL).

### **About Hero MotoCorp:**

**Hero MotoCorp** sells more than 6 million two-wheelers annually. The New Delhi, India-headquartered Hero MotoCorp currently sells its range of motorbikes and scooters in 22 countries spread across Asia, Africa and South and Central America. Hero is set to enter Europe in 2015 and US and Brazil by 2016. By the year 2020, Hero aims to be present in 50 countries with an annual combined sales volume of 12 million units. By that year, Hero also aims to surpass the cumulative sales of 100 million two-wheelers.

For its research and development in the field of two-wheeler technology, Hero MotoCorp has forged strategic alliances with renowned global firms such as Erik Buell Racing (EBR) of the US, Engines Engineering of Italy, AVL of Austria and Magneti Marelli of Italy. Hero also owns 49.2% equity in EBR.

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*For more information, please visit:*

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