



## **HERO MOTOCORP AUGMENTS LEADERSHIP WITH HIGHEST-EVER CALENDAR YEAR SALES IN 2014**

**SELLS RECORD 6.64 MILLION UNITS IN 2014 - A GROWTH OF 8 % OVER THE PREVIOUS YEAR (2013)**

**REGISTERS 5,26,097 TWO-WHEELER SALES IN DECEMBER 2014**

**New Delhi, January 1<sup>st</sup>, 2015:** Capping off a year of milestones, **Hero MotoCorp Ltd.**, the world's largest two-wheeler manufacturer, today established yet another industry landmark with its best-ever calendar year performance.

The company sold record 66,45,787 units of two-wheelers in the period January-December 2014, translating into a growth of 8% over the previous calendar year (2013) when the company had sold 61,83,849 two-wheeler units.

In December 2014, Hero MotoCorp reported yet another month of five lakh-plus sales with **5,26,097** units. The company had sold 5,24,990 units in the corresponding month last year (December 2013).

The cumulative sales of Hero MotoCorp so far in the Financial Year 2015 (April-December 2014), has now risen to **50,56,325** units. The company had sold 46,56,498 units in the corresponding period last year (April-December 2013).

**The calendar year 2014 marked several milestones in Hero MotoCorp's journey towards being the global two-wheeler technology power-house.**

### **Key Highlights: 2014**

<b>Delhi Motor Show, the Auto Expo 2014</b>	<ul style="list-style-type: none"><li>- Showcased new platforms, including path-breaking concept models - the diesel two-wheeler RNT, electric motorcycle SimplEcity, the futuristic 'iON', the 620cc Hastur, 250cc sports bike HX 250R and the first serial hybrid scooter from India - Leap.</li><li>- Also showcased a bouquet of exciting new scooters - the 150cc 'ZIR' in two variants, 125cc 'DARE' and the 110cc scooter 'DASH'.</li><li>- Some of the products developed on new platforms will be launched in calendar year 2015</li></ul>
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	<ul style="list-style-type: none"> <li>– Hero MotoCorp won the Best Stall (Two-Wheelers) Award at the Auto Expo</li> </ul>
<b>Global Foray</b>	<ul style="list-style-type: none"> <li>– Launched brand ‘Hero’ and its range of products in Turkey, Bangladesh, Nicaragua, Democratic Republic of Congo, Mozambique, Angola, Ethiopia and most recently Colombia.</li> <li>– Ahead of the brand launch in Colombia, the company formed a wholly-owned subsidiary in Colombia and commenced construction of a state-of-the-art manufacturing plant in the country.</li> <li>– Hero MotoCorp also formed a joint venture with the Nitol Niloy Group in Bangladesh and commenced construction of a manufacturing plant there.</li> </ul>
<b>New facilities</b>	<ul style="list-style-type: none"> <li>– In Oct 2014, the state-of-the-art platinum-class manufacturing plant - ‘Garden Factory’- of Hero MotoCorp Ltd went on stream at Neemrana in Rajasthan. <ul style="list-style-type: none"> <li>○ The new factory is based on the core principle of sustainable development as the company remains committed to maintain the highest ecological standards. From efficient building envelope, to the Big Foot air handlers, to water and energy optimisation - the Garden Factory demonstrates HMCL’s environmental aspirations.</li> </ul> </li> <li>– In June 2014, HMCL also made its Global Parts Centre (GPC) at Neemrana operational. GPC has automated systems of storage and retrieval, automated packaging and sorting, on-line tracking of parts through Warehouse Management System (WMS), lean manufacturing and most importantly, the Green Building Concept.</li> </ul>
<b>Consolidation of Leadership Team</b>	<ul style="list-style-type: none"> <li>– Mr. Pawan Munjal elevated as the Vice-Chairman of Hero MotoCorp.</li> <li>– Mr. Markus Braunsperger joined Hero MotoCorp as the Chief Technology Officer (CTO).</li> <li>– Mr. Sanjay Jorapur joined the company as Chief Human Resources Officer.</li> </ul>
<b>New Brand Ambassadors</b>	<ul style="list-style-type: none"> <li>– In one of the biggest brand endorsements for any Indian company, Hero MotoCorp roped in 14-time major champion Tiger Woods as its first Global Corporate Partner in Dec 2014.</li> <li>– Also, signed on Indian hockey captain Sardar Singh and Bollywood actor Alia Bhatt as new brand ambassadors</li> </ul>
<b>Key Sales Performances in Calendar Year 2014</b>	<ul style="list-style-type: none"> <li>– In May 2014, HMCL sold 602,483 units – all-time high dispatch sales in a non-festive month.</li> <li>– In September 2014, HMCL clocked a record 6,04,052 units of two-wheelers. Hero MotoCorp had crossed the figure of 6-lakh plus in monthly sales in only two previous occasions – in October 2013 when it sold 6.25 units</li> <li>– Retailed a whopping more than One Million (10 Lakh) two-wheelers during the 37-day festive period, which started on 25th September (first day of</li> </ul>

	<p>Navratras) and lasted until 31st October 2014.</p> <ul style="list-style-type: none"> <li>– On Dhanteras, for the first time, HMCL’s total sales to end-customers across the country surpassed the 200,000 mark, which is a growth of over 80 per cent over Dhanteras day last year.</li> </ul>
<b>Product launches</b>	<ul style="list-style-type: none"> <li>– Commenced despatch of Karizma, ZMR, Xtreme, Passion Pro TR, Splendor Pro Classic, Splendor iSmart, HF Deluxe Eco, and Pleasure Scooter.</li> </ul>
<b>Sports Initiatives</b>	<ul style="list-style-type: none"> <li>– In Jul 2014, HMCL became the Title Sponsor of the Hero Indian Super League; the first-of-its-kind franchise-based football league in the country</li> <li>– In Sep 2014, in the first-of-its-kind top-level global association with golf, HMCL became the Title Sponsor of the Hero World Challenge, hosted by the Tiger Woods Foundation at the Isleworth Golf &amp; Country Club at Orlando in the US.</li> <li>– In Dec 2014, Hero MotoCorp signed a three-year deal with The All India Football Federation (AIFF) to be the Title Sponsors for the Federation Cup and the I-League.</li> </ul>

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