



New Delhi, April 1, 2014:

HERO MOTOCORP ZOOMS AHEAD WITH RECORD 6.25 MN UNITS IN FY'14 – HIGHEST-EVER ANNUAL SALES

**AUGMENTS ITS MARKET LEADERSHIP WITH 12% GROWTH & 5,24,028 UNITS
DESPATCH SALES IN MARCH**

**CLOCKS 7% RETAIL GROWTH IN FY'14; AIMS TO SCALE UP CAPACITY IN
FY'15 TO MEET FUTURE DEMAND**

"As we cross the chequered flag of FY'14, it not only gives us a great sense of achievement but also immense confidence for the future. It has almost been three full years since we commenced riding solo, against conventional wisdom and against some odds, and here we are – riding strong, and zooming ahead.

"At Hero MotoCorp, Leadership is not just about numbers, it's a Way of Life. And as we ride into the new financial year, we are going to realize what we have been collectively dreaming of for the past few years - rolling out new motorcycles and scooters built with our own technology and innovations. This is the time we have all been looking forward to. Surely, it's going to be fun, exciting and action-packed."

**PAWAN MUNJAL
MANAGING DIRECTOR & CHIEF EXECUTIVE OFFICER**

Hero MotoCorp Ltd (HMCL), the world's largest two-wheeler manufacturer, today reported highest-ever despatch sales for any financial year, thereby further strengthening its pole position in the market.

Bucking the sluggish trend in the industry, Hero MotoCorp sold 62,45,895 units of two-wheelers during the financial year (April 1, 2013–March 31, 2014) - a growth of three per cent over the corresponding period when the company had sold 60,75,583 (April 1, 2012 – March 2013).



Riding on robust market demand for its products, Hero MotoCorp capped off the financial year 2014 with 5,24,028 units in March'14. This is a growth of 11.9% over the corresponding month in 2013 when the company had sold 468,283 units.

Commenting on the sales performance, **Mr. Anil Dua, Sr. Vice-President (Marketing & Sales), Hero MotoCorp** said, "Our strong sales performance in FY'14 is reflective of our new strategic approach that focuses on bringing revolutionary and game-changing technologies. Our retail growth at seven per cent during FY'14 reiterates the confidence and trust that customers have on our products. This kind of retail growth has significantly given us the necessary momentum for the new financial year."

"FY'15 will be loaded with a slew of new launches, including many of the new products that we showcased at the recently concluded Auto Expo. These launches will be backed by strong marketing campaigns and continued market expansion. We are gearing up for increased market demand for our products with the commissioning of the Ncmrana plant this financial year."

In the month of March, Hero MotoCorp rolled out the "Splendor iSmart" with 'i3S Technology' (Idle Stop and Start System) to further consolidate its leadership position in the 100-cc category. i3S is a revolutionary green technology that automatically shuts the engine when idling and turns it on, when needed, with a simple press of the clutch, giving more mileage in congested cities.

The Splendor iSmart is attractively priced at Rs. 47,250/- (ex-showroom Delhi), Rs 49,967/- (ex-showroom Mumbai), Rs 48,192/- (ex-showroom Chennai), Rs 48,549/- (ex-showroom Kolkata) and Rs 48,014/- (ex-showroom Bengaluru).

Business Highlights: FY'14

Motor Show 2014	<ul style="list-style-type: none"> - Showcased new platforms, including path-breaking concept models - the diesel two-wheeler RNT, electric motorcycle SimplEcity, 'iON', the 620cc Hastur, 250cc sports bike HX 250R and the first serial hybrid scooter from India - Leap. - Also showcased a bouquet of exciting new scooters - the 150cc 'ZIR' in two variants, 125cc 'DARE' and the 110cc scooter 'DASH'. - Some of the products developed on new platforms will be launched in FY'15
Revolutionary technologies on existing platforms	<ul style="list-style-type: none"> - Next-gen features to be introduced in its new product line-up: <ul style="list-style-type: none"> o i3S Technology (Idle Stop & Start System) recently launched on all-new Splendor iSmart o Integrated Braking System (IBS) to be introduced in the all-new Pleasure o Electronic Immobiliser to debut on the new 150cc Xtreme - Apart from these offerings, HMCL also showcased a series of radical refreshes and variants of existing platforms (Karizma& ZMR, HF Dawn, HF Deluxe, HF Deluxe Eco, Splendor Pro,

	<p>Super Splendor, Passion Pro, Glamour and Glamour F1)</p> <ul style="list-style-type: none">- These products are being launched in a phased manner in the Indian market
Global Foray	<ul style="list-style-type: none">- Expanded its global footprint by launching brand 'Hero' and its range of products in Central America (Guatemala, Honduras & El Salvador); South America (Peru & Ecuador), East Africa (Kenya), West Africa (Burkina Faso and Ivory Coast) and most recently Asia (Turkey & Egypt).- Also established its international assembly units at Kenya, Tanzania and Uganda in East Africa- Hero already has operations in Sri Lanka and Nepal.
The global R&D Hub	<ul style="list-style-type: none">- Commenced construction of its Rs 450 Crore "Hero Centre of Global Innovation and Research & Design (R&D)" at Kukas, near Jaipur in Rajasthan
New Strategic Partnership	<ul style="list-style-type: none">- Formed strategic joint venture with MagnetiMarelli to develop and manufacture new generation fuelling systems
Acquisition	<ul style="list-style-type: none">- Made first-ever equity investment in an overseas firm; announced purchase of 49.2 per cent equity at Erik Buell Racing (EBR) for US\$ 25 Million
Sales Performance	<ul style="list-style-type: none">- Registered 6.25 lakh sales in October 2013, first-ever manufacturer to cross landmark 6 lakh unit sales in a month- Record 1.2 million retail sales during the festive months of October-November 2013- Record 1.1 million retail sales for any non-festive period achieved in April -May 2013
Other significant developments	<ul style="list-style-type: none">- Launched India's first-ever warranty of 5 years on all its two-wheelers (5 years or 70,000 km on motorcycles, whichever is earlier and 5 years or 50,000 km on scooters, whichever is earlier)- Launched its retail finance arm, Hero FinCorp, with a phase-wise expansion plan

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