



New Delhi, April 1, 2015:

## **HERO MOTOCORP CLOSES YET ANOTHER FINANCIAL YEAR WITH RECORD-BREAKING SALES PERFORMANCE**

**CONSOLIDATES MARKET LEADERSHIP WITH 6.63 MILLION UNIT  
SALES IN FY'15, WITH 6.2% GROWTH OVER FY'14**

**CLOCKS 5.32 LAKH UNIT SALES IN MARCH 2015**

*FY'15 was a year of milestones at Hero MotoCorp – in terms of our sales performance, expansion of our global footprint, product innovation and customer engagement. Our record sales performance during the fiscal is reflective of all these efforts.*

*In FY'15, the industry continued to remain sluggish due to the overall market sentiments and the slowing rural economy. Even in such challenging market environment, we managed to buck the trend and registered healthy growth, further consolidating our leadership. The journey from here promises to get better and exciting. Thanks to a series of measures undertaken by the new government at the Centre, the economic outlook is definitely better, and it is likely to fuel growth and help the industry.*

**PAWAN MUNJAL  
VICE-CHAIRMAN, MANAGING DIRECTOR & CHIEF EXECUTIVE OFFICER**

**Hero MotoCorp Ltd (HMCL)**, the world's largest two-wheeler manufacturer, further fortified its leadership position, clocking its best-ever sales performance in a financial year (FY).

Establishing yet another industry benchmark, the company sold record 66,31,826 units of two-wheelers during the financial year (*April 1, 2014–March 31, 2015*) - a growth of 6.2 % over the corresponding period when the company had sold 62,45,960 (*April 1, 2013 – March 2014*).

Riding on popular demand for its range of two-wheelers, HMCL capped-off the financial year 2015 with robust **5,31,750** unit sales in March'15. The company had sold 5,24,028 units in March 2014.

In the month of March, HMC-MM Auto Ltd., the Joint Venture between Hero MotoCorp Ltd. and Milan (Italy)-based Magneti Marelli, also inaugurated its first autonomous 'Production and Development Centre' at Manesar (Haryana).

The new centre will serve as a production facility and innovation hub to develop new-generation fuelling systems for HMCL two-wheelers. With the commencement of operations at the Development Centre, HMCL is set to become India's first two-wheeler manufacturer to have its own EFI Product-line.

In the month of March, HMCL also strengthened its Leadership Team with the appointment of Mr. Ashok Bhasin as the Head of Sales, Marketing & Customer Care function for the key India market. Bhasin was previously associated with Reckitt Benckiser where he used to lead their operations in entire Central Africa region as General Manager and as Managing Director, RB Nigeria.

### **Business Highlights: FY'15**

#### **Global Foray**

- Launch of brand 'Hero' and its range of products in Colombia, Bangladesh, Nicaragua, Democratic Republic of Congo, Mozambique, Angola and Ethiopia.
- The company formed a wholly-owned subsidiary in Colombia and commenced construction of a state-of-the-art manufacturing plant in the country.
- HMCL's other manufacturing plant is under construction in Bangladesh. The company formed a joint venture with the Nitol Niloy Group in Bangladesh to launch its operations.

#### **New Facilities**

- 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.
  - From efficient building envelope, to the Big Foot air handlers, to water and energy optimisation - the Garden Factory demonstrates HMCL's environmental aspirations.
- In June 2014, HMCL also made its Global Parts Centre (GPC) at Neemrana operational. Built on green building concept, the GPC has automated systems of storage and retrieval, automated packaging and sorting, on-line tracking of parts through Warehouse Management System (WMS) and lean manufacturing

#### **Augmentation of Leadership Team**

- Mr. Pawan Munjal elevated as the Vice-Chairman of HMCL in addition to his current position as Chief Executive Officer & Managing Director
- Mr. Markus Braunsperger joins HMCL as the Chief Technology Officer (CTO)
- Mr. Ashok Bhasin joins as the Head of Sales, Marketing & Customer Care function at HMCL
- Mr. Sanjay Jorapur joins the company as Chief Human Resources Officer

#### **New Brand Ambassadors**

- In one of the biggest brand endorsements for any Indian company, Hero MotoCorp ropes in 14-time major champion Tiger Woods as its first Global Corporate Partner in Dec 2014
- Also, signs on Indian hockey captain Sardar Singh and Bollywood actor Alia Bhatt as new brand ambassadors

#### **Product Launches**

- Launches the new Karizma, ZMR, Xtreme, Passion Pro TR, Splendor Pro Classic, Splendor iSmart, HF Deluxe Eco, and the Pleasure Scooter

#### **Sports Initiatives**

- Becomes the Title Sponsor of the Federation Cup and the I-League football tournaments.
- In the first-of-its-kind top-level global association with golf, HMCL becomes the Title Sponsor of the Hero World Challenge, hosted by the Tiger Woods Foundation in the US
- Becomes the Title Sponsor of the Hero Indian Super League; the first-of-its-kind franchise-based football league in the country

#### **Key Sales Performances**

- 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 Navratras) and lasted until 31st October 2014.
- On Dhanteras, for the first time, HMCL's total sales to end-customers across the country surpass the 200,000 mark, which is a growth of over 80 per cent over Dhanteras day last year.
- In September 2014, HMCL clocks 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
- In May 2014, HMCL sells 602,483 units – all-time high dispatch sales in a non-festive month

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