



HERO MOTOCORP GEARS-UP FOR FESTIVE SEASON

CLOCKS 21% GROWTH WITH 5,58,609 UNIT SALES IN AUGUST 2014

New Delhi, September 01, 2014: Riding on strong demand for its range of products from customers, **Hero MotoCorp Ltd. (HMCL)**, the world's largest two-wheeler manufacturer, today reported robust sales for the month of August, thereby setting the platform for the upcoming festive season.

HMCL sold **5,58,609** units of two-wheelers during the month, registering strong growth of **21%** over the corresponding month in the previous year, when the company had sold 4,59,996 units. This is in keeping with the trend of consistently robust sales that Hero MotoCorp has been reporting since the beginning of this financial year (FY 2014-15).

All the recent launches - including the new Karizma, ZMR Xtreme, Passion Pro TR and the New Pleasure scooter - have received overwhelming response from customers, and the Splendor iSmart continues to drive volumes in the market.

Hero MotoCorp is confident of keeping up this growth momentum heading into the festive season, with as many as 10 new launches - including new models, upgrades and refreshes - during this period.

The eagerly-awaited new bike Splendor Pro Classic will be available in dealerships across the country in the coming weeks.

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