



HERO MOTOCORP REPORTS ROBUST SALES OF 504,181 UNITS IN FEB'14

TO LAUNCH UPGRADES OF PLEASURE, XTREME, KARIZMA & ZMR IN MARCH

New Delhi, March 3, 2014: Continuing to augment its market leadership, **Hero MotoCorp Ltd (HMCL)**, the world's largest two-wheeler manufacturer, today reported yet another month of over five-lakh unit sales.

Hero MotoCorp despatched **504,181** units of two-wheelers in the month of February, 2014. The company had sold 5,01,271 units in the corresponding month last year.

Mr. Anil Dua, Sr. Vice President (Marketing & Sales), HMCL, said "We have been consistently selling over five lakh units every month, and this is clearly indicative of the inherent market demand that exists for our products. There has been an excise duty cut in the month of February and we have passed on the benefit to our customers. We are hopeful that this price cut will give a fillip to the industry and further boost demand of our products. The recent Auto Expo – where we showcased over a dozen new products and concepts – also seems to have strengthened the market sentiment.

"We plan to create further excitement in the market with as many as four models - the newer versions of Pleasure, Xtreme, Karizma and ZMR – ready to roll out later this month," he added.

In keeping with its stated objective of reaching 50 global markets by 2020, Hero MotoCorp launched its operations in Turkey in partnership with Asya Makina (Asya Dis ticaretvemašina san ltd sti), a part of the diversified Soysal Group. The company has started its operations in this strategic market with as many as 50 outlets spread across the country.

At the recent Auto Expo – the Motor Show in Delhi, Hero MotoCorp showcased over a dozen models including the concepts - the 150cc diesel two-wheeler RNT, electric motorcycle SimpleCity, 'iON' and the 620cc Hastur. It also unveiled a bouquet of exciting new scooters - 150cc 'ZIR' in two variants, 125cc 'DARE' and the 110cc scooter 'DASH'

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