

New Delhi, June 1, 2014: Continuing its growth trajectory, Hero MotoCorp Ltd (HMCL), the world's largest two-wheeler manufacturer, today reported all-time high despatch sales for a non-festive month.

Riding on robust volumes driven by new launches, Hero MotoCorp sold 602481 units of two-wheelers in May 2014 - its highest-ever despatch sales for any non-festival period. The previous highest was in the preceding month, i.e., April 2014 when the company sold 571,054 units—thus highlighting HMCL's sustained volume growth since the beginning of FY'15.

The sales registered in May 2014 represents a growth of eight per cent over the corresponding month in the previous year, when the company had sold 5,57,890 units.

Mr. Anil Dua, Sr. Vice President (Marketing & Sales), HMCL, said "The year has started well with record-breaking sales in both April and May. The demand momentum is thanks to the regular summer surge as also to the recent new launches from Hero. We have also undertaken several brand-building initiatives that have helped us achieve these record numbers. The recent advertising campaign on Splendor iSmart has helped generate more awareness about our new i3S technology, leading us to further expand our capacity of the model. Going forward, with positive sentiment building up around the political and economic environment, we hope to sustain the current momentum."

In May 2014, HMCL crossed the landmark six lakh sales figure for the second time, thus representing second-highest monthly sales ever. The all-time high monthly sales of the company was recorded in the festival month of October last year when it sold 625,420 units of two-wheelers.

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