



HERO MOTOCORP ACCELERATES TO RECORD RETAIL SALES OF OVER A MILLION UNITS THIS FESTIVE SEASON!

SELLS MORE THAN 10 LAKH TWO-WHEELERS IN RETAIL SALES IN JUST OVER A MONTH

New Delhi, November 2nd, 2014: Riding on overwhelming customer response to its exciting range of two-wheelers, **Hero MotoCorp Ltd. (HMCL)**, the world's largest two-wheeler manufacturer, today reported robust retail sales for the festive period.

HMCL 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.

Record retail of over a million two-wheelers in just over a month is an unequivocal stamp of approval from customers. All the new launches – including the new ZMR, Splendor iSmart, Splendor Pro Classic and Passion Pro TR – have been driving the volumes across segments.

In despatch sales, HMCL yet again sold well over five lakh units in a month - 575,056 two-wheelers - in October 2014, despite November being a non-festive month. The company had sold 625,420 units of two-wheelers in October 2013 to cater to the market demand in the Diwali month of November last year.

In October 2014, the state-of-the-art IGBC-certified platinum-class manufacturing plant - 'Garden Factory' - of Hero MotoCorp Ltd went on stream at Neemrana in Rajasthan. The new factory is based on the core principle of sustainable development as the company remains committed to maintain the highest ecological standards. From efficient building envelope, to the Big Foot air handlers, to water and energy optimisation - the Garden Factory demonstrates HMCL's commitment towards a better environment.

The company has lined up a total investment of over Rs 5000 Cr (US\$ 800 Million) across the globe, including the manufacturing plants in Colombia and Bangladesh, and the new plants coming up at Gujarat and Andhra Pradesh and the Hero Global Centre for Research & Design at Kukas in Rajasthan.

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