



HERO MOTOCORP KICK-STARTS THE NEW YEAR WITH YET ANOTHER 5.5-LAKH PLUS SALES IN A MONTH

SELLS 561,253 UNITS OF TWO-WHEELERS IN JANUARY 2014

New Delhi, February 3, 2014: Reiterating its market leadership at the onset of the New Year, **Hero MotoCorp Ltd (HMCL)**, the world's largest two-wheeler manufacturer, today reported yet another month of over five-and-half-lakh sales.

Sustaining its growth momentum despite the challenging market conditions, HMCL despatched **561,253** units of two-wheelers in the month of January 2014. The company had sold 5,57,797 units in the corresponding month last year.

Mr. Anil Dua, Sr. Vice President (Marketing & Sales), HMCL, said "The year 2014 is going to be a defining year for Hero MotoCorp in terms of technological breakthroughs and new launches. Clocking over five-and-half-lakh sales in the first month of the calendar, therefore, is a good way to begin the New Year. Going forward, we are expecting to excite the market further as our new launches keep rolling out in a phased manner. We have already given a glimpse of our new line-up with models like the HX250R and Xtreme Sports and also futuristic concepts like the RNT model. We will showcase these, and several more, at the upcoming Auto Expo later this week."

Delivering on its commitment to bring revolutionary products in the two-wheeler market, HMCL recently unveiled a slew of game-changing two-wheelers across-the-spectrum. The next-generation range of two-wheelers includes the new 250-cc sports bike '**HX250R**', the breakthrough Liquid-cooled Turbocharged Diesel Concept Bike '**RNT**'; India's first series hybrid scooter '**LEAP**', 110cc scooter '**Dash**' and the all-new 150-cc **Xtreme Sports**.

Riding on record sales in the festive months of October and November, Hero MotoCorp had closed 2013 with sales of **61,83,784** units, its highest-ever sales for any calendar year.

For further information please contact:

*Mansi Molasi
Weber Shandwick
M: 9650215869 E: mansimolasi@corvoshandwick.co.in*