



HMCL:ICK:11/14A:SECT:15

April 16, 2015

Fax/Speed Post/Courier

The Secretary,
BSE Limited,
25th Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

Asst. Vice President,
Listing Department,
National Stock Exchange of India,
"Exchange Plaza",
Bandra Kurla Complex, Bandra (East),
Mumbai - 400 051

Dear Sir,

Sub: Press Release.

Further to our letter dated April 16, 2015 with respect to disclosure pursuant to Clause 36 and other applicable provisions of the Listing Agreement of Erik Buell Racing, Inc., a Delaware corporation ("EBR"), the Company is issuing a Press Release in connection with the same. A copy of the said Press release is enclosed herewith.

Thanking you,

Yours faithfully,
for Hero MotoCorp Ltd.

ILAM C. KAMBOJ
Asso.V.P - Legal & Company Secretary

Hero MotoCorp Ltd.

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HeroMotoCorp.com CIN: L35911DL1984PLC017354



PRESS RELEASE

New Delhi, April 16, 2015: Erik Buell Racing, Inc. a Delaware corporation (“**EBR**”), in which Hero MotoCorp has an equity investment, and EBR’s subsidiary Erik Buell Racing LLC, a limited liability company organized in Wisconsin (“**EBR LLC**”), has filed an Assignment for Benefit of Creditors under Chapter 128 of the Wisconsin Statutes, which is similar to the federal bankruptcy law of the United States of America. Both EBR and EBR LLC have also ceased to undertake any operations.

Hero MotoCorp, with strong in-house R&D capabilities, remains confident that its future product line-up would not be affected despite EBR ceasing operations.

Hero MotoCorp’s Centre for Global Innovation, Research & Design – coming up at Kukas on the outskirts of Jaipur in Rajasthan – is expected to commence operations in financial year 2015-16. It will have around 600 engineers from India and around the world.

Hero MotoCorp last year hired Dr. Markus Braunsperger from BMW, Germany as HMC’s Chief Technology Officer (CTO). The company also brought in Markus Feichtner from AVL to lead the Engine Design & Development team.

For queries, please contact:

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