



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

February 18, 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,

Re: Press release

With reference to the mail received from Bombay Stock Exchange Limited regarding media report titled "Hero MotoCorp slips over 4% as promoters plan to sell stake", we are enclosing herewith a press release issued by the promoters which is self explanatory. Hope the same will clarify the position.

Kindly take the same on record and acknowledge receipt.

Thanking you,

Yours faithfully,
for Hero MotoCorp Ltd.

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

Encl: as above

Hero MotoCorp Ltd.

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BML MUNJAL-LED HERO GROUP IN DIVERSIFICATION DRIVE

DIVESTS A SMALL STAKE IN HERO MOTOCORP TO FUND NEW BUSINESSES

New Delhi, February 18, 2015: In a major initiative towards diversification into fast growth areas, the BML Munjal-led Hero Group has divested 7 million equity shares in its flagship company Hero MotoCorp Ltd . Following the sale, the over US\$5 billion Hero Group still holds a significant stake of over 36% in the company.

The Group will use the sale proceeds to fund new growth avenues available through the Government's "Make in India" initiative.

The Prime Minister's "Make in India" platform has opened up new vistas, some in very high growth areas, and the Hero Group - with its experience, scale of operations and brand equity - is uniquely placed to leverage these emerging opportunities.

At the same time, the Hero Group remains strongly committed to its core two-wheeler business, where it sees enormous potential, both in India and overseas.

Hero MotoCorp has successfully consolidated its market leadership in the highly-competitive domestic market in India, even as it expands its global footprint across Asia, Africa and Central and South America.

Hero MotoCorp sold a record 6.64 million two-wheelers in the calendar year 2014, including over 200,000 unit sales in its global market.
