



## **HERO MOTOCORP RIDES INTO FESTIVE SEASON WITH OVER 6-LAKH PLUS DESPATCH SALES IN SEPTEMBER'14**

**REPORTS ROBUST GROWTH OF OVER 30% FOR THE MONTH**

**RETAILS 1.7 LAKH UNIT SALES IN FIRST SIX DAYS OF NAVRATRI WITH A  
GROWTH OF MORE THAN 15%**

**New Delhi, September 30, 2014:** Riding on strong demand for its exciting range of products, **Hero MotoCorp Ltd. (HMCL)**, the world's largest two-wheeler manufacturer, has clocked a whopping **6-lakh units** of two-wheelers in despatch sales in the month of September.

This is a robust **growth of more than 30%** over the corresponding month last year, when the company had sold 468,670 units of two-wheelers.

As despatches will continue till midnight of today, (Tuesday, September 30<sup>th</sup>), the final tally for the month is expected to be much higher.

Hero MotoCorp had crossed the figure of 6-lakh plus in monthly sales in only two previous occasions – in October 2013 when it sold 6.25 lakh units and in May 2014 when it sold 6.02 lakh units of two-wheelers.

In yet another significant highlight, the company has also clocked **over 1.7 lakh units in retail sales** during the **first six days (25<sup>th</sup> Sep'14 – 30<sup>th</sup> Sep'14)** of Navratri – a **growth of more than 15%** over the corresponding period last year - thus setting the momentum for the coming festivities during Dusserha and Diwali.

To generate further excitement for customers, Hero MotoCorp has lined-up over 10 new product launches, including refreshes and variants, which will reach all dealerships across the country during the festive season.

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In the first-of-its-kind top-level global association with golf, Hero MotoCorp earlier this month became the Title Sponsor of the World Challenge tournament. To be hosted by the Tiger Woods Foundation at the Isleworth Golf & Country Club at Orlando in the US in the first week of December this year, the marquee event will be called "Hero World Challenge".

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