

October 01, 2024

Asst. Vice President, Listing Deptt.,  
**National Stock Exchange of India Ltd.**  
Exchange Plaza, Plot C-1, Block G,  
Bandra Kurla Complex,  
Bandra (E),  
Mumbai - 400 051  
Scrip Code: HEROMOTOCO

The Secretary,  
**BSE Limited**  
25<sup>th</sup> Floor,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001  
Scrip Code: 500182

**Sub: Press Release**

Dear Sir(s),

Please find enclosed herewith a copy of the Press Release being issued by the Company.

Kindly place the same on your records.

Thanking you,

**For Hero MotoCorp Limited**

**Dhiraj Kapoor**  
**Company Secretary & Compliance Officer**

Encl.: As above

**Hero MotoCorp Ltd.**

**Regd. Office:** The Grand Plaza, Plot No. 2, Nelson Mandela Road,  
Vasant Kunj - Phase - II, New Delhi - 110070, India  
Tel. +91-11-46044220, Fax +91-11-46044399  
Email: corporate.communication@heromotocorp.com  
www.heromotocorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J



Press Release

New Delhi, October 1, 2024

## **HERO MOTOCORP GEARS UP FOR A GOOD FESTIVE SEASON WITH 6.37 LAKH SALES IN SEPTEMBER 2024**

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, sold 637,050 units of motorcycles and scooters in September 2024.

The company has sold 3,054,840 units in YTD FY'25 (Apr-Sep'24), translating into a 10% growth over the same period last year (Apr-Sep'23) and continues to experience strong demand across the 100cc, 125cc, and premium segments.

The Company also continued to expand its global business and registered a remarkable growth of 30% in its YTD sales.

A positive sentiment is prevalent in the industry as it approaches the festive season on the back of a good monsoon. Hero MotoCorp is geared up with a host customer offers, in line with previous festive periods, across its wide and attractive portfolio.

The company has a strong pipeline of bookings and is experiencing increased customer footfall leading up to the festive season. It expects healthy growth during the 32-day period starting from October 3.

In a significant collaboration, Hero MotoCorp teamed up with Thums Up to present the Mavrick 440 Thunderwheels, a limited edition of its flagship motorcycle, the Mavrick 440. Hero MotoCorp has meticulously crafted this exclusive series of 300 motorcycles to provide riders with an exceptional journey on wheels. This motorcycle will be exclusively available to customers who purchase a Thums Up until November 31, 2024.

The company launched the new Hero Xtreme 160R 2V 2024 Edition in September at an attractive price of INR 1,11,111 across the country. It features the segment-first drag race timer and also boasts a new signature taillight and enhanced rear grip span for improved comfort for pillion riders.

During the month, Hero MotoCorp concluded the auction for 75 exclusive collector's edition motorcycles, 'The Centennial'. The company raised a total of ₹8.58 crores, with the highest bid reaching ₹20.30 lakhs. The entire proceeds will be dedicated to supporting charitable initiatives.

Press Release

<b>Particulars</b>	<b>SEPT'24</b>	<b>SEPT'23</b>	<b>YTD FY'25</b>	<b>YTD FY'24</b>
Motorcycles	597,529	494,270	2,857,090	2,569,688
Scooters	39,521	42,229	197,750	199,412
<b>Total</b>	<b>637,050</b>	<b>536,499</b>	<b>3,054,840</b>	<b>2,769,100</b>
Domestic	616,706	519,789	2,940,666	2,681,190
Exports	20,344	16,710	114,174	87,910

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*For more information on Hero MotoCorp:*



*Press Contact:*

[corporate.communication@heromotocorp.com](mailto:corporate.communication@heromotocorp.com)