



HERO MOTOCORP AUGMENTS LEADERSHIP WITH BEST-EVER CALENDAR-YEAR PERFORMANCE OF 6.1 MILLION UNIT SALES

SELLS 5,24,990 TWO-WHEELERS IN DECEMBER 2013

REGISTERS HIGHEST-EVER Q3 (OCT-DEC) SALES OF 16,80,940 UNITS

New Delhi, January 2, 2014: Bucking an overall slowdown in the economy, **Hero MotoCorp (HMCL)**, the world's largest two-wheeler manufacturer, today established yet another industry landmark, reporting its highest-ever sales for any calendar year.

The company sold record **61,83,784** units of two-wheelers in the period January-December 2013 compared to 61,20,259 two-wheelers sold in calendar year 2012. In the month of December, Hero MotoCorp sold 5,24,990 units. The company had sold 5,41,615 units in the corresponding month last year.

It was also the highest-ever third quarter of FY'14 (October – December'13) for Hero MotoCorp with sales of **16,80,940** units, up by seven per cent over the corresponding quarter in FY'13, when the company had sold 15,73,135 units.

The cumulative sales of Hero MotoCorp in the period April-December 2013, has now risen to **46,56,433** units. The company had sold 45,48,232 units in the corresponding period last year (April-December'12).

Commenting on the performance, **Mr. Anil Dua, Senior Vice President (Marketing and Sales) Hero MotoCorp Ltd** said, *“The year 2013 has been extremely significant for the company as we embarked on a new journey to be the New Hero. This year, we adopted a fresh approach with increased focus on technology, innovation and youth-focused products. Aligned to this philosophy, we developed next-generation technologies for the Indian and global two-wheeler market, commenced construction of our global R&D centre, and acquired a significant stake in EBR. This year we also made our first foray in the new international markets namely, Central & Latin America and Africa.”*

“Throughout the year, we have been setting new benchmarks on the sales front. We created a new record by registering 6.25 lakh sales in October 2013, becoming the first-ever manufacturer to cross landmark 6 lakh unit sales in India in a month. Another major highlight was the record festive season sales of 1.2 million units in Oct'13-Nov'13. Going forward, we have put together

plans to further consolidate our leadership position. Year 2014 will be action-packed with radically new product launches, entry into new markets backed by new, clutter-breaking campaigns and continued network expansion.”

Business Highlights: Calendar year 2013

NEW vision for a NEW Hero	The company unveiled a global vision for brand ‘Hero’- to be achieved by year 2020: ○ Surpass 100 million units in cumulative production ○ Annual bike and scooter sales of 12 million ○ More than 20 manufacturing and assembly plants across the globe ○ Sales in more than 50 countries ○ Turnover of Rs 60,000 crore
Demonstrated technological excellence and innovation (Unveiled ‘15 new offerings’)	– Showcased next-gen features to be introduced in its new product line-up: ○ i3S Technology (Idle Stop & Start System) to debut on all-new Splendor iSmart ○ Integrated Braking System (IBS) to be introduced in the all-new Pleasure ○ Electronic Immobiliser to debut on the new 150cc Xtreme – Apart from these offerings, HMCL also showcased a series of radical refreshes and variants of existing platforms (Karizma & ZMR, HF Dawn, HF Deluxe, HF Deluxe Eco, Splendor Pro, Super Splendor, Passion Pro, Glamour and Glamour F1) – These products are being launched in a phased manner in the Indian market
Global Foray	– Made first international foray by launching brand ‘Hero’ and its range of products in Central America (Guatemala, Honduras & El Salvador); Latin America (Peru), East Africa (Kenya) and West Africa (Burkina Faso and Ivory Coast) – Also established first international assembly unit at Nairobi in Kenya
New Strategic Partnership	– Formed strategic joint venture with Magneti Marelli to develop and manufacture new generation fuelling systems
Acquisition	– Made first-ever equity investment in an overseas firm; announced purchase of 49.2 per cent equity at Erik Buell Racing (EBR) for US\$ 25 Million
Sales Performance	– Registered 6.25 lakh sales in October 2013, first-ever manufacturer to cross landmark 6 lakh unit sales in a month – Record 1.2 million retail sales during the festive months of October-

	November 2013 – Record 1.1 million retail sales for any non-festive period achieved in April –May 2013
Other significant developments	– Launched India’s first-ever warranty of 5 years on all its two-wheelers (5 years or 70,000 km on motorcycles, whichever is earlier and 5 years or 50,000 km on scooters, whichever is earlier) – Launched its retail finance arm, Hero FinCorp, with a phase-wise expansion plan

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