

HERO MOTOCORP SETS NEW LANDMARKS IN Q216

**REPORTS PAT OF RS.772.06 CRORE & TURNOVER OF RS 6837.09 CRORE
FOR JUL-SEPT QUARTER**

**FIRST GLOBAL MANUFACTURING FACILITY BECOMES OPERATIONAL IN
COLOMBIA**

**LAUNCHES TWO NEW SCOOTERS DEVELOPED THROUGH IN-HOUSE
TECHNOLOGY**

**COMMENCES SECOND HALF OF FY'16 WITH NEW PRODUCT
LAUNCHES AND AGGRESSIVE SALES DRIVE**

Hero MotoCorp Ltd.the world's largest two-wheeler manufacturer,at a meeting of its Board of Directors today took on record the unaudited results for the Quarter and Half Year ended September 30, 2015 ("Q2'15" and "H1'15" respectively).

Key financial highlights:

Financial performance (standalone) for the Quarter ended September 30, 2015 (Q2 FY'16)

- Total sales for the quarter stands at **15,74,861** units
- EBIDTA margin for the quarter at 15.85 % (vs. 13.52% in Q2' FY'15) Profit Before
- Tax (PBT) stands at Rs. 1076.42 Crore (vs. Rs.1048.43 Crore in Q2' FY'15)
- Net Profit After Tax (PAT) stands at Rs 772.06 Crore (vs. Rs.763.37 Core in Q2' FY'15)

Financial performance (standalone) for the Half Year ended September 30, 2015 (H1 FY'16)

- Total sales for H1 stands at **32,20,728** units
- EBIDTA margin for the first half of fiscal year at 15.45% (vs. 13.49% in H1 FY'15)
- Profit Before Tax (PBT) stands at Rs. 2122.70 Crore (vs. Rs.1813.88 Crore in H1 FY'15)
- Net Profit After Tax (PAT) stands at Rs 1522.40 Crore (vs. Rs. 1326.13 Crore in H1' FY'15)

“This was a historic quarter for us, as we crossed several significant milestones on our journey. During the quarter, we unveiled two new scooters, Maestro Edge and Duet, the first products designed and developed by our in-house R&D team at Hero – a testimony to our commitment to produce world-class products in India, for the world. Going forward, we will further develop our R&D eco system. Our global expansion efforts also received a major boost with the inauguration of our first overseas manufacturing facility at Colombia; which is also the first two-wheeler plant in South America by an Indian company.

“The Quarter also saw the beginning of a sales revival and we are cautiously optimistic that this trend will continue in the second half of the fiscal year. The festive season could lead to positive sentiment in the market, which may help maintain the momentum in the coming months.”

PAWAN MUNJAL

CHAIRMAN, MANAGING DIRECTOR & CHIEF EXECUTIVE OFFICER

With sales of 15,74,861 two-wheeler units in Q2 FY’16, Hero MotoCorp registered a total turnover (Net Sales & other Operating Income) of Rs. 6837.09 crore, an improvement in EBITDA margin to 15.85% and an increased Profit after tax (PAT) at Rs. 772.06 Crore.

The company began the festive quarter with aggressive product launches to consolidate its leadership position in the two-wheeler market.

Hero MotoCorp unveiled its two new scooters Maestro Edge and Duet, with the Maestro Edge priced at Rs. 49,500/- (ex-showroom Delhi). Duet will be launched in the market at a later stage.

During the Quarter, the company’s first overseas manufacturing facility also became operational at Villa Rica in Colombia; a major landmark in the global journey of Hero MotoCorp. With a project cost of US\$70 million, the plant will initially produce 80,000 units of two-wheelers, which will go up to 150,000 units in the second phase of expansion.

The Splendor franchise, the largest-selling motorcycle brand in the world, surpassed yet another milestone by clocking 25 million (2.5 crore) units mark in cumulative sales since its launch in 1994. Over the years, the bike has been regularly upgraded to meet customers’ evolving preferences. Currently the Splendor family has a range of five variants - suited to varied customer needs – the Splendor PRO, Splendor+, Splendor iSmart, Splendor PRO Classic and Super Splendor.

Moving into Q3, the company has continued its aggressive product strategy. Consolidating its market leadership, Hero MotoCorp further strengthened the Splendor franchise by rolling-out the **new Splendor PRO**. Priced at Rs. 46,850/- (ex-showroom Delhi), the new Splendor PRO is the flagship bike of the iconic Splendor franchise that now comes with youthful design and bold styling.

Adding to the festive cheer for customers, Hero MotoCorp has also introduced a variant of the highly successful Splendor+, which now comes with a 'Self-Start' feature, thus adding to the convenience and comfort of riding a Splendor.

(Reuters: HROM.NS, Bloomberg: HMCL:IN, NSE: HEROMOTOCO, BSE: 500182)

For more information, please visit:

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