

HMCL:ICK:11/14A:SECT:13

June 3, 2013

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

Pursuant to the Clause 36 of the Listing Agreement, please find enclosed herewith a copy of the **Press Release** for your perusal and record.

Kindly make a note of the same.

Thanking you,

Yours faithfully,
for Hero MotoCorp Ltd.



ILAM C. KAMBOJ
Sr. G.M. Legal & Company Secretary

Encl: as above



HERO MOTOCORP SETS NEW INDUSTRY BENCHMARK WITH RECORD SALES FOR ANY MONTH

**POSTS 'HIGHEST-EVER' MONTHLY SALES WITH 5,57,890 UNITS
DESPATCH IN MAY**

**REGISTERS RECORD RETAIL SALES FOR ANY NON-FESTIVAL PERIOD
WITH OVER 1.1 MILLION UNITS SALES IN APRIL-MAY'13**

New Delhi, June 03, 2013: Riding on robust demand for its range of products from customers, Hero MotoCorp Ltd. (HMCL), the world's largest two-wheeler manufacturer, today reported its all-time high despatch sales for any month, as well as the highest-ever retail sales for any non-festival period.

HMCL despatched a **record 5,57,890 units of two-wheelers in May - its highest-ever sales for any single month**. In the corresponding month of the previous year (May 2012), the company had sold 5,56,644 units.

With demand for Hero MotoCorp products among customers at an unprecedented high, the company **retailed over 1.1 million two-wheelers for the combined months of April and May** – its highest-ever retail sales for any non-festival period.

Mr. Anil Dua, Senior Vice-President (Marketing & Sales), Hero MotoCorp, said "The demand momentum that we had seen on our product range in April continued in May as well, helping us achieve over 1.1 million retail sales in the two-month period. This retail off-take has been helped by our star brands, our new product range as also the recently-introduced five-year warranty on our entire portfolio. Going forward, with forecast of a normal monsoon, we expect sentiments to be good, thus helping us sustain the current momentum."

May was a landmark month for Hero MotoCorp, when the company made its first foray into new international markets. HMCL made its debut in Central America by launching brand 'Hero' and its range of two-wheelers in Guatemala, El Salvador and Honduras. Hero MotoCorp has appointed the reputed Indy Motos Group of Guatemala as the authorised distributor of its range of two-wheelers in these countries.

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Hero MotoCorp recently launched the country'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). This 5-year warranty is also an expression of the company's confidence in the unparalleled quality of its products, backed by strong R&D and excellent manufacturing capabilities.

Hero MotoCorp also recently launched its own retail finance arm, **Hero FinCorp**, with a phase-wise expansion plan. Having been launched in Delhi, the retail financing services will shortly be extended to the National Capital Region (NCR) and then to the rest of the northern market in the next phase. The initial plan is to make Hero FinCorp services available at about 200 dealerships in various parts of the country by March 2014, and extend it to as many as 450 dealerships by March 2015.

Hero MotoCorp also offers easy financing options to its customers at its dealerships all over the country through its partner-financiers – HDFC, IndusInd Bank, Shriram City Union Finance Ltd, and Fullerton.

For further information please contact:

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