

November 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
25th Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001
Scrip Code: 500182

Sub: Press Release

Dear Sirs,

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

Kindly take the same on your records.

Thanking you,

For Hero MotoCorp Limited

Dhiraj Kapoor
Company Secretary & Compliance Officer

Encl.: As above

Hero MotoCorp Ltd.

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Press Release

New Delhi, November 1, 2024

HERO MOTOCORP SELLS 6.8 LAKH MOTORCYCLES & SCOOTERS IN OCTOBER 2024; REGISTERS 18% GROWTH

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, sold 679,091 units of motorcycles and scooters in October 2024.

The Company registered a healthy double-digit growth of 18% over the corresponding month of the previous fiscal when it sold 574,930 units in October 2023. This significant growth was primarily driven by robust demand from key urban and rural areas, particularly in the 100cc and 125cc segment during the festive period.

Hero MotoCorp's electric vehicle brand, VIDA, continued to have a strong growth trajectory this year and achieved its highest-ever monthly dispatches, reaching 8,750 units in October 2024.

With the commencement of Hero MotoCorp's Grand Indian Festival of Trust (GIFT), '*Shubh Muhurat Aaya, Hero Saath Laya*', the company launched attractive offers in October, providing customers an opportunity to bring home their favourite Hero products. The festive retail has been doing very well, with Hero MotoCorp recording its highest-ever Dhanteras day, registering a double-digit growth over last year.

Hero MotoCorp has swiftly expanded its premium dealership network to over 50 "Premia" outlets in as many cities, aiming to reach 100 such outlets by March. During the month, the company inaugurated nine Premia outlets in various cities across the country, making its premium portfolio more accessible to customers. These Premia dealerships feature dedicated sections for Hero MotoCorp, VIDA, and Harley-Davidson products under one roof.

Hero MotoCorp achieved significant recognition by winning the prestigious Sword of Honour from the British Safety Council. The company was among 70 organizations globally to be honored with this award for demonstrating excellence in health, safety, and well-being at work. The honor was bestowed upon Hero MotoCorp's Gurugram manufacturing facility, acknowledging its commitment, dedication, and professionalism.

Hero MotoCorp launched a new campaign for its Hero Xtreme Power Brand featuring international cricket icon, Virat Kohli. The campaign, directed by renowned German filmmaker Oliver, is centered around the brand's motto, "Challenge the Extreme," and showcases the power, precision, and performance of the Xtreme 125R and Xtreme 160R 4V motorcycles in the backdrop of London.

Press Release

Hero MotoSports won the FIM World Rally-Raid Championship (W2RC) 2024 – making it the sixth overall and first Indian manufacturer to earn a FIM world title. Ross Branch received the title after his stellar performance throughout the season. This was also a major victory for the country, cementing its position in the big league of larger and older teams.

Particulars	OCT'24	OCT'23	YTD FY'25	YTD FY'24
Motorcycles	635,787	529,341	3,492,877	3,099,029
Scooters	43,304	45,589	241,054	245,001
Total	679,091	574,930	3,733,931	3,344,030
Domestic	657,403	559,766	3,598,069	3,240,956
Exports	21,688	15,164	135,862	103,074

For more information on Hero MotoCorp:



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