

December 03, 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.**

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**FOR IMMEDIATE RELEASE**  
December 3, 2024

## **HERO MOTOCORP EXTENDS TITLE SPONSORSHIP OF THE HERO WORLD CHALLENGE THROUGH 2030**

*Tiger Woods to continue as Global Corporate Partner of Hero MotoCorp*

**ALBANY, BAHAMAS** – TGR Live announced Hero MotoCorp, the world's largest manufacturer of two-wheelers, has extended its title sponsorship of the Hero World Challenge. With Hero MotoCorp as the title sponsor, the PGA TOUR-sanctioned tournament will remain at Albany, Bahamas through the 2030 playing.

"I'd like to thank Dr. Pawan Munjal and Hero MotoCorp for their continued support of the Hero World Challenge," tournament host Tiger Woods said. "Hero MotoCorp has played a vital role in the tournament's evolution, growth and success; and their commitment is felt by everyone who joins us at Albany."

Speaking about the extension of the title sponsorship, Dr. Pawan Munjal, Executive Chairman, Hero MotoCorp, said, "We are proud to extend this partnership, which exemplifies our dedication to creating meaningful change in communities, much like the transformative innovations we pioneer in the automotive industry. Together with Tiger, we are committed to elevating the Hero World Challenge as a powerful platform for positive social impact and global inspiration."

Additionally, Hero MotoCorp announced the renewal of their association with Woods as a Global Corporate Partner.

"Through the years I have come to respect Pawan as a visionary leader and more importantly a trusted friend," Woods said. "His progressive leadership has made a significant impact not only on the future of global mobility but also the game of golf."

"Our partnership with Tiger Woods is a profound source of pride. Over the past decade, I have witnessed firsthand his extraordinary impact - not only as one of the greatest athletes in history but also as a global ambassador of excellence and a beacon of inspiration for millions. This enduring collaboration is more than a testament to shared values; it's a commitment to redefining boundaries, driving innovation, and shaping a better world. Together, we remain resolute in our mission to create a meaningful and lasting legacy that transcends sports and inspires generations to come." Dr. Munjal noted.

Hero MotoCorp first title sponsored the Hero World Challenge in 2014 at Isleworth Golf & Country Club. In 2015, the tournament moved to Albany, Bahamas where it will be played for the ninth time in 2024. Under Hero's title sponsorship, the tournament has grown from 18 players to 20.

The Hero World Challenge is the longest-running PGA TOUR event managed by TGR Live. The event was started by Woods and his father Earl in January 2000 to raise funds for TGR Foundation. Established in 1996 by Woods, TGR Foundation's mission is to empower students to pursue their passions through education.

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As the founder and host of the Hero World Challenge, Woods' vision has always been to utilize the event to raise awareness, support and resources that makes a positive impact in the lives of youth around the world. Through TGR Foundation's signature programs and its TGR Learning Labs, students from under-resourced communities receive learning experiences in a safe and inspiring environment. These opportunities provide students with knowledge, tools and confidence needed to prepare for their futures and unleash their potential.

Proceeds from the 2024 Hero World Challenge benefit TGR Foundation, Tavistock Foundation and Bahamas Youth Foundation.

Tournament rounds will be held December 5-8 at Albany, bringing the event back to The Bahamas for its ninth year. Live television coverage of the 2024 Hero World Challenge will be provided by GOLF Channel during all four rounds and by NBC during the third and final rounds.

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