



New Delhi, August 3, 2015:

HERO MOTOCORP CLOCKS PAT OF RS.750.34 CRORE & TURNOVER OF RS 6955.26 CRORE FOR Q1 FY'16

**CLOSES Q1 WITH OVER 70% MARKET SHARE IN 75CC-110CC & OVER 50%
MARKET SHARE IN 125CC SEGMENTS**

Financial Results: Q1 (April-June), FY'16

- Total sales for the quarter stands at **16,45,867** units
- Total turnover (Net sales and other operating income) Rs 6955.26 Crore
- Net Profit After Tax (PAT) stands at Rs 750.34 Crore
- Profit Before Tax (PBT) stands at Rs. 1046.28 Crore
- EBIDTA margin for the quarter at 15.07 %

"During the first quarter (April-June) of FY'16, we continued to strengthen our market leadership through a combination of new product launches and strategic marketing initiatives.

We further expanded our already wide and diverse product portfolio with two new offerings – the Xtreme Sports and Passion Pro - in this quarter; these products have witnessed a very positive response, enabling us to fortify our leadership position. Strong demand for our products in the 125cc category has also been instrumental in driving volumes. We have lined up a slew of new launches including scooters and motorcycles as we move into the festive season.

We expect the industry to move in an upward trend in the coming quarters although a lot will depend on multiple factors, including good monsoon, rural income and overall market sentiments."

PAWAN MUNJAL
CHAIRMAN, CHIEF EXECUTIVE OFFICER & MANAGING DIRECTOR



Hero MotoCorp Ltd. (HMCL), the world's largest two-wheeler manufacturer, today reported the financial performance for the first quarter (April'15 – June'15) of the Financial Year (FY) 2015-16.

With sales of 16,45,867 two-wheeler units in Q1 FY'16, the company registered a total turnover (Net Sales & other Operating Income) of Rs 6955.26 crore and net profit after tax (PAT) of Rs 750.34 crore. HMCL had reported a total turnover of Rs 7036.84 crore and PAT of Rs 562.76 crore in the corresponding quarter in the previous fiscal (2014-15).

The Company has recorded an EBIDTA margin of 15.07%.

In terms of volume sales, Hero MotoCorp closed the first quarter with one of its highest ever market share of over 70% in the 75cc-110ccc segment and over 50% in the 125cc segment.

Business Announcements: Q1 FY '16

Consolidation of Leadership Team	– Mr. Pawan Munjal elevated to the position of Chairman of Hero MotoCorp.
New Product launches	– Hero MotoCorp introduced two new products in Q1 FY'16: ○ Sportier and more powerful 150-cc 'Xtreme Sports' ○ Stylish 100-cc 'Passion Pro'
Sales Milestone	– In FY'15, HF Deluxe motorcycle posted 5% growth and clocked more than one million unit sales. – Hero MotoCorp sold 100,000 motorcycles and scooters on Snapdeal within a short timeframe of five months.
Strategic Tie-up	– Hero MotoCorp tied-up with Punjab National Bank to sell products through easy financing schemes in semi-urban and rural parts of the country.
Sports Initiative	– Hero MotoCorp became the Title Sponsor of the 'Hero Caribbean Premier League' for a period of one year.
Global Benchmark	– Splendor iSmart motorcycle achieved a global benchmark in fuel efficiency by delivering a record mileage of 102.5 KMPL.



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