



HMCL:ICK:11/14A:SECT:15

March 10, 2015

Fax/Email/Courier

Asst. Vice President,
Listing Department,
National Stock Exchange of India Ltd.,
Exchange Plaza,
Bandra Kurla Complex,
Bandra (E),
MUMBAI - 400 051

The Secretary,
BSE Limited
25th Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI - 400 001

Dear Sir,

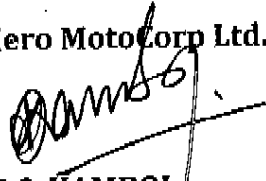
Re: Press Release

Please find attached herewith a copy of the Press release being issued by the company in respect of appointment of an official one level below the Board.

Kindly take the same on record and acknowledge receipt.

Thanking you,

for Hero MotoCorp Ltd.


ILAM C. KAMBOJ**Asso. V. P. Legal & Company Secretary****Encl: As above****Hero MotoCorp Ltd.**

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HERO MOTOCORP AUGMENTS LEADERSHIP TEAM

ROPE IN ASHOK BHASIN AS HEAD OF NATIONAL SALES, MARKETING & CUSTOMER CARE FUNCTION

New Delhi, March 10, 2015: Riding into the next phase of consolidation and expansion across the globe, **Hero MotoCorp**, the world's largest two-wheeler manufacturer, today further strengthened its Leadership Team with the induction of **Mr. Ashok Bhasin as the Head of Sales, Marketing & Customer Care** function for the key India market.

Bhasin will report directly to Mr. Pawan Munjal, Vice Chairman, Managing Director & Chief Executive Officer, and will be part of the Leadership Team, the apex decision making body at Hero MotoCorp.

Having built outstanding global consumer brands and businesses, Bhasin brings impeccable credentials with strong international experience. He has had rich experience of successfully leading large business teams across countries and cultures in leadership roles across Sales, Marketing and M&A integrations. Bhasin has worked and lived across Asia, Africa, and the U.S. where he accomplished significant transformation and turnarounds in consumer goods and retail sectors.

Mr. Pawan Munjal said, "Over the past few years, we have built a robust organization with the best of talent from around the world, which has enabled us to keep ahead of the curve in the highly competitive market. While we have built on our strong leadership at home, we have also rapidly expanded our global footprint across Asia, Africa, South and Central America. We are now poised at the threshold of the next phase of our consolidation, with a range of new products having cutting edge technology and youthful appeal set to be rolled out soon. I am pleased that Ashok is coming on board at this juncture. He will lead our Sales, Marketing and Customer Care function to consolidate our dominant market position in the country. As part of the Leadership Team at Hero MotoCorp, Ashok will also contribute on broad strategic directions of the company."

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All the vertical Heads in the National Sales, Marketing & Customer Care function, such as Head - National Marketing, Head - National Sales, Head - Learning & Dealer Development and Head - National Service & CRM - will report into Bhasin.

He comes to Hero MotoCorp from Reckitt Benckiser where he was heading their operations in entire Central Africa as General Manager and as Managing Director, RB Nigeria. Prior to that, he worked with Whirlpool in several leadership roles starting as Director – Marketing (India), leading on to Vice President – Marketing (South Asia), and thereafter as Global Director, Whirlpool Corp, USA.

An MBA from the Faculty of Management Studies (FMS), Delhi, Bhasin has had extensive experience in building and turning around business performance on growth, profitability and market share across geographies, categories and business cycles.

Hero MotoCorp in a short span of time has built a strong Leadership Team roping in top-notch professionals from around the world.

Bhasin's appointment follows a series of new additions to the Leadership Team at Hero. The company recently brought in Dr. Markus Braunsperger as the Chief Technology Officer (CTO) from BMW, Germany and Markus Feichtner from Austria's AVL to head its newly-created division of New Engines Design & Development within the R&D function. Hero also appointed Rajat Bhargava from McKinsey & Co. to head its Corporate Strategy and Performance Transformation function, and Mr. Sanjay Jorapur from Honeywell, as the Chief Human Resources Officer.

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