

HMCL:ICK:14A:SECT:15

May 1, 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,

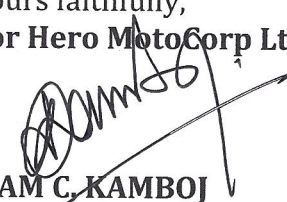
Re: Press Release

Please find attached herewith a copy of the Press release being issued by the company in respect of sales for the Month of April, 2015.

Kindly take the same on record and acknowledge receipt.

Thanking you,

Yours faithfully,
For Hero MotoCorp Ltd.



ILAM C. KAMBOJ
Asso. V.P. Legal & Company Secretary

Encl: as above

Hero MotoCorp Ltd.

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Tel. +91-11-26142451, 46044100, Fax +91-11-26143321, 26143198
HeroMotoCorp.com CIN: L35911DL1984PLC017354

Email ID: secretarialho@heromotocorp.com



New Delhi, May 1, 2015:

HERO MOTOCORP RIDES INTO THE NEW FINANCIAL YEAR WITH OVER FIVE LAKH SALES IN APRIL

SELLS 533,305 UNITS OF TWO-WHEELER DURING THE MONTH

SETS NEW GLOBAL BENCHMARK IN FUEL EFFICIENCY WITH 'SPLENDOR iSMART'

Hero MotoCorp Ltd (HMCL), the world's largest two-wheeler manufacturer, has commenced the new financial year (FY) 2015-16 with yet another month of five-lakh-plus unit sales.

HMCL sold 533,305 units of two-wheelers in April 2015. The company sold 571,054 units in the corresponding month last year.

The rural demand for automobiles has been adversely impacted by unseasonal rains witnessed in the month of March. Poor crop realization and a slowdown in rural wages have pulled back the rural economy, impacting retail off-takes in markets such as Bihar, Madhya Pradesh and sugarcane growing areas of Uttar Pradesh and Maharashtra.

Even in such challenging market environment, Hero MotoCorp has managed double-digit growth in the rural markets in West Bengal, Odisha, Karnataka, Uttarakhand and some parts of Uttar Pradesh.

Hero Splendor iSmart – the World's Most Fuel-Efficient Motorcycle

In the month of April, HMCL announced **record mileage** for its recently launched '**Splendor iSmart**' motorcycle. As per the latest (March, 2015) Fuel Efficiency (FE) values, the i3S technology-enabled Splendor iSmart delivered a mileage of **102.50 kilometer** per litre of petrol, thereby setting a new global benchmark in fuel efficiency.

These FE values are certified by the iCAT (International Centre for Automotive Technology) and obtained in the mandatory emission test specified in Rule 115 of the Central Motor Vehicle Rules (CMVR) 1989, under controlled conditions using a reference fuel at an agency authorized by Rule 126 of the said Rules. iCAT is a division of NATRIP Implementation Society (NATIS) of the government of India.

Media contacts:

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