



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

November 18, 2014

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,

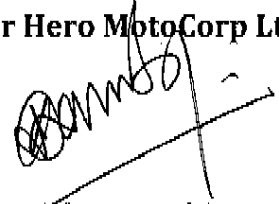
Re: Press Release

Please find attached herewith a copy of the Press release being issued by the company in respect of the Hero World Challenge to be held at Orlando in the US.

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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TIGER WOODS RETURNS TO COMPETITIVE GOLF AT HERO WORLD CHALLENGE

**WORLD'S TOP 18 PGA TOUR PLAYERS TO TEE-OFF DEC. 4 AT ISLEWORTH
GOLF & COUNTRY CLUB, ORLANDO, US**

New Delhi, November 18, 2014: The **Hero World Challenge** - the premier PGA TOUR event hosted by the **Tiger Woods Foundation** - will tee-off at the Isleworth Golf & Country Club in Orlando, Fla., in the United States, Dec. 4-7 this year.

The world's top 18 golfers, including 14-time major champion Tiger Woods, will participate in the tournament with a total prize purse of US\$3.5 million.

Other marquee players who have confirmed participation in the tournament include **Billy Horschel, Bubba Watson, Chris Kirk, Graeme McDowell, Henrik Stenson, Hideki Matsuyama, Hunter Mahan, Jim Furyk, Justin Rose, Jason Day, Jordan Spieth, Jimmy Walker, Keegan Bradley, Matt Kuchar, Rickie Fowler, Steve Stricker** and defending champion **Zach Johnson**.

Hero MotoCorp, the world's largest manufacturer of two-wheelers, is the **Title Sponsor** of the 72-hole, stroke play event. It is co-sponsored by the PGA TOUR and benefits the Tavistock Foundation and the college-access programs of the Tiger Woods Foundation.

Mr. Pawan Munjal, Vice Chairman & Chief Executive Officer, Hero MotoCorp Ltd, said "This title sponsorship of the Hero World Challenge is reflective of Brand Hero's rapidly expanding global footprint. We are eagerly looking forward to the Hero World Challenge as Tiger will be making his comeback to competitive golf after a long injury lay-off. Having been associated with the game in India for over two decades, and being the title sponsor of the Hero Indian Open for both men and women for several years, it is only befitting that we should be stepping on to the global arena of golf with the Hero World Challenge. This is just the beginning. Going forward, we will certainly look at further cementing this relationship."

In 2013, the Tiger Woods Foundation announced the Hero World Challenge would relocate from Sherwood Country Club in Thousand Oaks, Calif., to Isleworth Golf & Country Club in Orlando, Fla., in partnership with the Tavistock Group, who previously hosted the successful Tavistock Cup.



The Hero World Challenge will continue to raise funds and awareness for the college-access programs of the Tiger Woods Foundation and will also benefit the Tavistock Foundation.

Hero MotoCorp currently sells its range of motorbikes and scooters in 20 countries spread across Asia, Africa and South and Central America. By the year 2020, Hero aims to be present in 50 countries with an annual combined sales volume of 12 million units. By that year, Hero also aims to surpass the cumulative sales of 100 million two-wheelers.

Hero MotoCorp has been associated with sports for over two decades now. A keen golfer himself, Mr. Munjal is the Past Chairman of the Asian PGA Tour Board of Directors and the Past President of Professional Golfers Association of India (PGA). The company also hosts the annual Hero Indian Open Golf tournament with participation from international marquee players. Hero has been sponsoring the men's Indian Open since 2006 and the Women's Indian Open since 2010. Hero also sponsors India's domestic Pro Tour for women.

It was at the invitation of Mr. Munjal that Tiger Woods came to India on his maiden visit in February this year. Hero MotoCorp also supports its brand ambassadors and top golfers Anirban Lahiri, Shiv Kapur, Gaganjeet Bhullar and Daniel Chopra and India's top woman professional golfer Sharmila Nicollet.

Hero is also one of the main partners of FIH – the apex body of global hockey, and was the title sponsor of the men's hockey World Cup held in New Delhi in 2010.

Hero MotoCorp was also a Partner of the Commonwealth Games Delhi 2010 and Presenting Partner of the Queen's Baton Relay (QBR).

Hero has also had a long association with cricket for more than two decades in various capacities – as one of the Global Partners of the International Cricket Council (ICC) and as team sponsors of Delhi Daredevils and later of Mumbai Indians teams in the Indian Premier League (IPL).

About the Tiger Woods Foundation

Where you come from shouldn't mean failure. At the Tiger Woods Foundation, it doesn't. Our programs break the cycle of poverty through college-access opportunities for low-income students. At Tiger Woods Learning Center campuses across the country, scholars in grades 5-12 are immersed in an interactive STEM (science, technology, engineering, math) curriculum. Here, they make the connection between school and career, while planning a road map to college. Tailored to the needs of the first-generation scholar, the Earl Woods Scholarship Program provides four-year college scholarships coupled with an unyielding support system. But we don't stop there. Through dedicated mentors, professional development workshops and internships, our



one-to-one philosophy ensures the success of our students in college and beyond. See how our scholars are smashing the cycle of poverty at tigerwoodsfoundation.org and [@TWFoundation](https://www.instagram.com/TWFoundation).

About Tavistock Group & Tavistock Foundation

Tavistock Group is an international private investment organization founded by Joe Lewis. With investments in hundreds of companies across 15 countries, Tavistock Group's investment portfolio includes: life sciences, sports teams and sporting events, manufacturing and distribution, oil, gas and energy, financial services, restaurants, commercial properties, private luxury residential properties, resort properties and master-planned real estate developments. The Tavistock Foundation is dedicated to supporting communities in which Tavistock Group has significant business interests, with a focus on funding education and medical research programs. For more information, visit www.tavistock.com.

About Isleworth Golf & Country Club

Nestled amongst the Butler Chain of Lakes, this 600-acre community has more than seven miles of shoreline and is highlighted by a championship golf course. Conceived by Arnold Palmer, designed by Ed Seay and recently enhanced by Steve Smyers, the course was built on rolling terrain and features generous, undulating and fast greens. The 18-hole course was selected as one of the Top 100 courses in the country in rankings by Travel + Leisure Golf, WSJ/Golfweek and LINKS Magazine. For information about the community, please visit www.isleworth.com or call Isleworth Realty, (407) 876-0111.

About PGA TOUR

The PGA TOUR is the world's premier membership organization for touring professional golfers, co-sanctioning more than 130 tournaments on the PGA TOUR, Champions Tour, Web.com Tour, NEC Series-PGA TOUR Latinoamérica, PGA TOUR Canada and PGA TOUR China.

The PGA TOUR's mission is to entertain and inspire its fans, deliver substantial value to its partners, create outlets for volunteers to give back, generate significant charitable and economic impact in the communities in which it plays, and provide financial opportunities for TOUR players.

Worldwide, PGA TOUR tournaments are broadcast to more than 1 billion households in 225 countries and territories in 32 languages. Virtually all tournaments are organized as non-profit organizations in order to maximize charitable giving. In 2013, tournaments across all Tours generated more than \$133 million for local and national charitable organizations and in early 2014 the TOUR's all-time charitable contributions surpassed \$2 billion.

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The PGA TOUR's web site is PGATOUR.COM, the No. 1 site in golf, and the organization is headquartered in Ponte Vedra Beach, FL.

Press Contact:

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Abby Liebenthal - Tiger Woods Foundation, US

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