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

February 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

We have decided to pass on the entire benefit of the excise duty cut to our customers. We have judiciously spread out the price cut across our product portfolio ranging from 2% going up to 5% with the maximum reduction being Rs 4500.

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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