



HERO HONDA REPORTS TURNOVER OF RS. 5161.66 CRORE FOR Q3' IN FY'11

- **PBT STANDS AT RS 508.03 CRORE & PAT STANDS AT RS. 429.00 CRORE**
- **EBIDTA MARGIN FOR THE QUARTER AT 11.17 PER CENT**
- **TOTAL SALES FOR Q3 FY'11 STANDS AT 14,28,030 UNITS, GROWTH OF 28.49 PER CENT**
- **SEVENTH CONSECUTIVE QUARTER WITH MORE THAN A MILLION UNITS IN SALES**

New Delhi, February 2, 2011: Hero Honda Motors Ltd (HHML), the World No.1 two-wheeler manufacturer for 10th consecutive year, today reported a total turnover (Net Sales & Other Operating income) of Rs. 5161.66 crores for the third quarter (October-December 2010) of FY'11, a growth of over 34.44 per cent over the corresponding period in the last fiscal (October-December 2009) of FY' 10.

The company's profit before tax (before exceptional items) for the period stood at Rs 587.87 crore, while profit after tax (PAT) for the period stood at Rs 429.00 crores. The company has recorded an EBIDTA margin of 11.17 per cent.

Hero Honda had registered its highest ever quarterly sales of 14,28,030 two-wheelers in the third quarter this fiscal, fuelled by its half million-plus unit sales in the months of October and December 2010. Hero Honda also for the first time crossed the five million unit sales during calendar year 2010, retaining the coveted status of World No.1 two-wheeler manufacturer for the 10th consecutive year.

Dr. Brijmohan Lall, Chairman, Hero Honda Motors Ltd, said, *"It has indeed been a very satisfying performance over the past several quarters. And now we are taking strides towards our larger vision, in keeping with the aspirations of a progressive India. The future looks bright and we will strive towards providing the best to our customers."*

Mr. Pawan Munjal, MD & CEO, Hero Honda Motors Ltd., said *"For the past few quarters, the industry has faced a multitude of issues with constraints in supply of components and rising input costs. Our margins have been under pressure on account of that. While we expect the market demand for two-wheelers to remain bullish and we are confident of carrying on our growth trajectory, we do foresee margins to remain under pressure in the short term."*

“We, as a company, are also in the middle of a transition. Last week, we have signed the new licensing agreements with Honda. We are also close to finalizing the location for our fourth plant. We will shortly be making an announcement in this regard even as we keep adding further capacities at our existing three plants.”

Hero Honda is a Global Partner of the forthcoming ICC Cricket World Cup 2011 to be held in India, Bangladesh and Sri Lanka. To leverage the association, Hero Honda is hosting a Karizma ZMR Cricket Championship across 75 cities in India and also in Colombo in Sri Lanka and Dhaka in Bangladesh, involving college cricket teams. The 28 final winning teams will get a chance to take a 'victory lap' during the ICC Cricket World Cup matches, a dream-come-true for them.

For further information, please contact:

Vikas Kumar/ Kunal Joshi

Corporate Voice | Weber Shandwick

Mob: 9811054648 / 9958674435