

HMCL:ICK:11/14A:SECT:13

December 02, 2013

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,

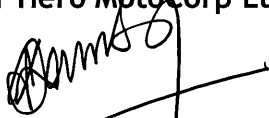
Re: Press Release

Please find attached herewith a copy of the Press release being issued by the company in respect of sales for the month of November, 2013.

Kindly take the same on record and acknowledge receipt.

Thanking you,

**Yours faithfully,
for Hero MotoCorp Ltd.**



**ILAM C. KAMBOJ
A.V.P. - Legal & Company Secretary**

Encl: as above



HERO MOTOCORP ZOOMS AHEAD WITH RECORD RETAIL SALES OF OVER 1.2 MILLION UNITS IN OCT- NOV

**REPORTS RETAIL GROWTH OF 9% OVER CORRESPONDING PERIOD LAST
YEAR**

**AUGMENTS LEADERSHIP WITH DESPATCH OF 530,530 UNITS IN NOVEMBER,
WITH A GROWTH OF 5.62%**

New Delhi, December 2, 2013: Riding on overwhelming market demand for its range of popular motorcycles and scooters during the festive season, **Hero MotoCorp Ltd (HMCL)**, the world's largest two-wheeler manufacturer, today reported its highest-ever record retail sales for any festive period (October-November).

HMCL retailed a record **1.2 million** units plus in the months of October–November this year, thus reporting a strong **growth of 9%** over the corresponding period in the previous year, when the company had retailed **over 1.1 million units**.

Further strengthening its market leadership, Hero MotoCorp despatched **5,30,530** units of two-wheelers in the month of November, compared to **5,02,305** units despatched in the corresponding month last year, thereby a growth of **5.62 %**.

Announcing this here today, **Mr. Anil Dua, Sr. Vice President (Marketing & Sales), HMCL**, said “We have grown from strength to strength this financial year. Coming close on heels of 7% retail growth in the first half of this fiscal, we have retailed a record 1.2 million units plus of two-wheelers in the two festive months of October and November. This is our highest-ever retail sales for this period, and has come along with another record that we created within this period – the 110,000 two-wheeler retail sales in a single day on Dhanteras. Despite a sluggish market environment, we have been able to achieve such robust volumes due to a slew of strategic initiatives that we rolled out. The path-breaking 5-year warranty on our entire range of motorcycles and scooters has received an overwhelming response from our customers, as have our several brand and corporate campaigns. The best-in-class fuel efficiency of our two-wheelers across categories, the easy availability of our genuine spare parts, the large network of over 5500 touch points and our strong rural presence have all contributed to this strong performance.

“We now plan to build further on this momentum as we complete the phase-wise launch of the 15 new offerings that we had announced ahead of the festival. With all this action, we are confident of further strengthening on our leadership in the Indian market.” he added.

In October 2013, HMCL despatched record 6,25,420 units of two-wheelers, thus breaking all previous records and setting a new industry benchmark. This was also the first time that any two-wheeler manufacturer has exceeded the landmark 6 lakh unit sales in a month.
