

HMCL:PR/12:SECT:16

December 2, 2016

The Secretary,  
BSE Limited,  
25<sup>th</sup> Floor,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
**Mumbai - 400 001.**

Asst. Vice President,  
Listing Department,  
National Stock Exchange of India,  
"Exchange Plaza",  
Bandra Kurla Complex, Bandra (East),  
**Mumbai - 400 051**

**Sub: Press release**

Dear Sir,

Please find attached herewith a copy of the Press release being issued by the Company.

Kindly make a note of the same.

Thanking you,

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



**(Neerja Sharma)**  
**Company Secretary**

Encl. a/a



## **HERO MOTOCORP CLOCKS 479,856 UNIT SALES IN NOVEMBER**

**New Delhi, December 1, 2016**

Hero MotoCorp Ltd., the world's largest two-wheeler manufacturer, today reported sales of 479,856 units in the month of November 2016.

Hero MotoCorp, which posted record festive sales this year, saw a drop in retail sales after the demonetisation initiative when the entire industry also witnessed decline in sales. With the slew of measures being implemented by the government, and several initiatives immediately undertaken by Hero MotoCorp to support its dealers and consumers, the Company expects the situation to steadily improve.

In the month of November, the Company showcased the Dawn 125 motorcycle at the EICMA Motorcycle Show in Milan. As part of Hero MotoCorp's market-specific product strategy, the Dawn 125 motorcycle has been developed specifically for the Africa region.

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**For more information:**

Please visit: [www.heromotocorp.com](http://www.heromotocorp.com) | FB: [/HeroMotoCorpIndia](https://www.facebook.com/HeroMotoCorpIndia) | Twitter: [@HeroMotoCorp](https://twitter.com/HeroMotoCorp)

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