

HMCL:PR-2/10:SECT:16

October 3, 2016

The Secretary,
BSE Limited,
25th 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



New Delhi, October 3, 2016

HERO MOTOCORP RIDES INTO THE FESTIVE SEASON WITH ITS HIGHEST-EVER SALES IN A MONTH

CLOCKS 674,961 UNIT SALES IN SEPTEMBER

LAUNCHES THE NEW 'ACHIEVER 150' TO ADD TO THE FESTIVE CHEER

Highest Ever Monthly Sales – September 2016	Previous Highest – October 2015
674,961	639,802
Highest Ever Half-yearly Sales (Apr-Sep 2016)	Previous Highest (Apr-Sep 2015)
35,68,887	34,07,652
Crossed Six lakh Sales in four months during the Calendar year 2016	
March '16 – 606,542; April '16 – 612,739; August '16 – 616,424; September '16 – 674,961	
Hero MotoCorp market leader in the 100cc segment – 65% market share	
Also market leader in 125cc segment – 55% market share	

Hero MotoCorp Ltd. (HMCL), the world's largest two-wheeler manufacturer, today reported a significant performance milestone by clocking its **highest-ever sales** in a month.

Riding on the popular demand for its exciting range of two-wheelers, Hero MotoCorp sold **674,961** two-wheelers in September 2016, thereby registering a growth of **11%** over the corresponding month last year when the company had sold 606,744 units. Hero's previous highest in monthly sales was recorded in October 2015 when the company had sold 639,802 units.

With this, Hero MotoCorp has sold **35,68,887** units of two-wheelers between April to September this year - **its highest-ever sales in the first half (H1)** of any financial year. The previous highest of H1 sales for Hero MotoCorp was recorded in FY'15 when the company sold 34,07,652 units.

This is the second consecutive month that Hero has sold six-lakh plus units, having clocked 616,424 unit sales in August; and the fourth this calendar year (March - 606,542 & April - 612,739).

The growth momentum is backed by a series of positive factors - the successful market launch of the Splendor iSmart 110 – the first motorcycle completely designed and developed in-house by Hero's own R&D team; augmented leadership in the 125cc segment with the 'Glamour' emerging as the largest-selling 125cc motorcycle in the country; and the positive trend maintained by the new scooter portfolio.

Hero MotoCorp is the dominant market leader in the 100cc and 125cc segments - with more than 65% and 55% market share in these respective segments.

With the objective of further expanding its presence in the premium segment, Hero launched the new **Achiever 150** motorcycle ahead of the festive season. Achiever 150 now comes with the new BS-IV compliant engine that also features the Hero patented i3S technology. In addition to delivering best-in-class performance and fuel-efficiency, the new Achiever 150 is packed with a host of design and utility elements.

Setting yet another benchmark in its illustrious journey, Hero MotoCorp in September crossed the significant milestone of **70-million two-wheelers in cumulative production** – in the process becoming the only Indian manufacturer to achieve this feat.

For more information:

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

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