



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

May 1, 2014

Fax/Speed Post/Courier

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

Dear Sir,

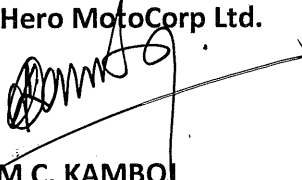
Re: Press release

Please find attached herewith a copy of the Press release being issued by the company in respect of sales for the month of April, 2014.

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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HERO MOTOCORP VROOMS INTO THE NEW FISCAL WITH HIGHEST-EVER NON-FESTIVE SEASON MONTHLY SALES

CLOCKS 14.4% GROWTH IN APRIL WITH SALES OF 5.71 LAKH UNITS OF TWO-WHEELERS DURING THE MONTH

New Delhi, May 1, 2014:

Hero MotoCorp Ltd (HMCL), the world's largest two-wheeler manufacturer, has further consolidated its market leadership, riding into the new financial year (2014-15) with robust sales of **571,054** units of two-wheelers in the month of April.

This is a healthy growth of 14.4 per cent over the corresponding month in the previous year, when the company had sold 499,113 units.

This is also the **highest-ever non-festive season monthly sales** for Hero MotoCorp, surpassing the previous highest of 557,890 units sold in the month of May last year. The all-time high monthly sales of the company was recorded in the festival month of October last year when Hero MotoCorp sold a whopping 625,420 units of two-wheelers.

Mr. Anil Dua, Senior Vice-President (Marketing & Sales), Hero MotoCorp Ltd said, "The sales of over 5.71 lakh units in April, the opening month of the fiscal, is the result of a series of initiatives that we have undertaken in the past few months, including exciting new launches, customer-friendly initiatives and brand building activities. The latest addition to the Splendor family - Splendor iSmart with revolutionary i3S technology - has made an immediate impact in the market and we are fast ramping up production to meet the growing market demand for this new bike. Brand Splendor keeps going from strength to strength even as our other motorcycle and scooter models keep contributing large volumes to our overall kitty.

"Indeed, the three top-selling motorcycle models – Splendor, Passion and HF Deluxe - and two out of the three top-selling scooter models – Pleasure and Maestro - are all from the Hero stable. With more new launches lined up in this quarter, we are confident of keeping up the momentum. Going forward, we are hopeful that the industry will stay on the growth path, although a lot will also depend on the monsoon and overall economic activity," he added.

In the month of April, HMCL launched its operations in Bangladesh through a Joint Venture (JV) with the reputed Nitol Niloy Group. Through this JV, Hero will set up its first two-wheeler manufacturing plant outside of India. The plant is expected to be operational by the second quarter of FY 2015-16.

For further information please contact:

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