



HMCL:ICK:11/14A:SECT:16

March 10, 2016

Fax/Speed Post/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,

Sub: Press Release

Please find attached herewith a copy of the Press Release being issued by the Company in respect of INAUGURATION OF HERO 'CENTRE OF INNOVATION AND TECHNOLOGY' (CIT).

Kindly make a note of the same.

Thanking you,

Yours faithfully,
for Hero MotoCorp Ltd.

A handwritten signature in black ink, appearing to read 'Ilam C. Kamboj', with a long horizontal stroke extending to the right.

ILAM C. KAMBOJ
Asso. V.P.-Legal & Company Secretary

Encl. as above



Jaipur, March 10, 2016

HERO MOTOCORP SHOWCASES IN-HOUSE R&D CAPABILITIES WITH THE INAUGURATION OF HERO ‘CENTRE OF INNOVATION AND TECHNOLOGY’ (CIT)

SET-UP WITH INVESTMENT OF RS 850 CRORE, ‘CIT’ TO DESIGN & DEVELOP WORLD-CLASS PRODUCTS FOR GLOBAL MARKETS

TALENT POOL OF MORE THAN 500 ENGINEERS FROM AROUND THE WORLD

STATE-OF-THE-ART LABORATORIES & DESIGN STUDIOS UNDER ONE ROOF

16 KM LONG MODERN TEST TRACKS WITH 45 DIFFERENT SURFACES TO SIMULATE INDIAN AND INTERNATIONAL ROAD CONDITIONS

"The CIT is the result of our bold vision to position Hero MotoCorp as the leading source of innovation and green technology. This facility is a giant stride in our relentless endeavour towards strengthening our in-house technology capabilities.

The CIT is a defining step, not just for Hero, but also for the India Story to truly blossom on the global stage as a technology powerhouse. Rich in diversity, the CIT brings together a multi-national group of automotive experts, creating an environment of engineering excellence and innovation. With the CIT now becoming operational we have the ideal combination of world class infrastructure and talent pool to 'Innovate in India', not just for the country but for the world.



Pawan Munjal
Chairman,
Managing Director &
Chief Executive Officer
Hero MotoCorp Ltd.

Achieving a historic landmark in its illustrious journey, **Hero MotoCorp Ltd. (HMCL)**, the world's largest two-wheeler manufacturer, today formally inaugurated its world-class '**Global Centre of Innovation and Technology**' (CIT) in Jaipur, Rajasthan.

Built with an investment of Rs. 850 crores, the CIT is a reinforcement of Hero's commitment to innovate sustainable mobility solutions, for the world, in India.

The sprawling facility houses the best global technologies in product design & development, testing and validation. The CIT also boasts of world-class test-tracks; within the campus. The 16 kilometre-long tracks have 45 different surfaces to simulate real world road conditions, both Indian and global.

Home to over 500 automotive experts with global and regional expertise, the operations at CIT will be headed by **Dr. Markus Braunsperger**, Chief Technology Officer.

Commenting on the occasion, **Dr. Markus Braunsperger, CTO, Hero MotoCorp** said, *"The CIT is the new home of our R&D team and the commencement of operations here is a major milestone in our endeavour to ramp-up the product development competency to global standards at Hero. Within this facility we are establishing new work processes and enhancing our technical skills to global benchmarks. We will compete globally, attracting the best talent from India and across the world. The CIT will become a unique workplace for engineering talent in India, bringing our R&D Vision to life – energizing smart mobility technology."*

The CIT, apart from the world-class infrastructure, is also a one-of-its-kind facility, housing all aspects of Research and Development under one roof: including self-sufficient facilities for **New Product Design, Prototype manufacturing, Testing and Validation**.

True to Hero's commitment of creating a sustainable future, the CIT has advanced green technologies imbibed into its design, ensuring eco-friendly operations. Testament of these efforts, is the **Platinum rating granted to the Centre by Indian Green Building Council (IGBC)** with a rating of 91 points, making it the highest rated facility among the manufacturing sector in India. Designed by international Architects & Design consortium, the CIT maintains HMCL's highest ecological standards.

As with other Hero facilities across the globe, the CIT will also generate direct and indirect employment in the region and assist in it's the socio-economic development. The local community stands to benefit from the growing economic and development activity initiated due to the CIT.

In just a few years since commencing its solo journey, HMCL has significantly scaled-up its in-house R&D capabilities to develop consumer oriented and market relevant products. The company has already established the credentials of its R&D function with the successful launch of *Maestro Edge & Duet* scooters - the first of its products designed and developed by Hero's in-house R&D team.

For more information, please visit:

www.heromotocorp.com | FB: /HeroMotoCorpIndia | Twitter: @HeroMotoCorp

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