

August 30, 2024

Asst. Vice President, Listing Deptt.,  
**National Stock Exchange of India Ltd.**  
Exchange Plaza, Plot C-1, Block G,  
Bandra Kurla Complex,  
Bandra (E),  
Mumbai - 400 051  
Scrip Code: HEROMOTOCO

The Secretary,  
**BSE Limited**  
25<sup>th</sup> Floor,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001  
Scrip Code: 500182

**Sub.: Compliance under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”)**

**Re: Change in Senior Management Personnel**

Dear Sir(s),

Pursuant to Regulation 30 of the Listing Regulations, please find enclosed herewith a disclosure document including the internal announcement made in this regard by the Company.

This is for your information and records.

Thanking you,

**For Hero MotoCorp Limited**

**Dhiraj Kapoor**  
**Company Secretary & Compliance Officer**

Encl.: As above

**Hero MotoCorp Ltd.**

**Regd. Office:** The Grand Plaza, Plot No. 2, Nelson Mandela Road,  
Vasant Kunj - Phase - II, New Delhi - 110070, India  
Tel. +91-11-46044220, Fax +91-11-46044399  
Email: corporate.communication@heromotocorp.com  
www.heromotocorp.com CIN: L35911DL1984PLC017354 PAN: AAACH0812J



1	Reason for change viz. <del>appointment, re-appointment, resignation, removal, death or otherwise</del>	Elevation of Mr. Sanjay Bhan, Chief Business Officer – Global Business, to the role of Executive Vice President from September 01, 2024. In this expanded capacity, Sanjay, in addition to Global business, will now also lead the portfolio of Global Product Planning (GPP) and the newly established Global Market Insights function.
2	Date of appointment / <del>re-appointment / cessation (as applicable) &amp; term of appointment / reappointment</del>	
3	Brief profile (in case of appointment)	Not Applicable
4	Disclosure of relationships between directors (in case of appointment of a director).	Not Applicable

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## **Leadership Announcement**

30/08/2024

Dear Colleagues,

I am pleased to announce the elevation of **Sanjay Bhan, our Chief Business Officer - Global Business**, to the role of **Executive Vice President** from **1st September, 2024**. In this expanded capacity, Sanjay will now lead the portfolio of Global Product Planning (GPP) and the newly established Global Market Insights function. This new function will be our strategic engine, enabling us to anticipate customer and market trends, seize opportunities ahead of time, and further solidify our position as a thought leader in the industry.

Sanjay's three-decade journey at Hero has been very cohesive. Since joining us on January 1, 1991, Sanjay has embodied the values that define our organization. As the Head of India Business, we achieved industry-leading market shares and launched iconic brands like CBZ Xtreme, Karizma ZMR, and Splendor iSmart. His vision was the driving force behind our transition to the new Hero identity, encapsulated in the unforgettable "Hum Mein Hai Hero" campaign.

When he founded the Rural Vertical, he not only expanded Hero's reach across rural India but did so with a deep commitment to serving these communities. The "Mission Bharat" program is a testament to his belief in responsible growth—growth that uplifts everyone involved. His innovative approach in the Parts Business set new industry standards and created lasting value.

In his current role as Head of Global Business, Sanjay has steered our expansion into Southeast Asia, Africa, and Latin America, and now, we stand on the brink of entering new geographies in Europe and Brazil.

In his expanded role, Sanjay will continue to report to the CEO for Global Business and GPP. Additionally, he will report directly to the Executive Chairman as the head of the Global Market Insights function while also leading the sports vertical.

We would also like to extend our sincere thanks to Vikram Kasbekar for his exemplary interim leadership in guiding the GPP function during this period.

Please join me in wishing Sanjay the very best and in supporting him as he takes on this expanded role.

**Niranjan Gupta**  
Chief Executive Officer