

November 16, 2023

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: Press Release**

Dear Sir(s),

Please find enclosed herewith a copy of the Press Release being issued by the Company.

Kindly place the same on your 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



**New Delhi, November 16, 2023**

## **HERO MOTOCORP LIGHTS UP THE FESTIVE SEASON 2023 WITH ITS HIGHEST-EVER RETAIL SALES**

### **RECORDS MORE THAN 14 LAKH UNITS IN RETAIL SALES IN THE 32-DAY FESTIVE PERIOD WITH 19% GROWTH**

**Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, recorded its highest-ever festive sales, clocking more than 14 lakh (1.4 million) units in retail sales during the 32-day festive period - between the first day of the Navratras and Bhai Dooj – this year.

Riding on robust demand across rural markets as well as steady retail off-take in key urban centers, the Company registered a 19% growth over the previous year, and surpassed its previous highest retail of 12.7 lakh units which was recorded in the festive period of 2019.

**Niranjan Gupta, Chief Executive Officer (CEO), Hero MotoCorp**, said *“We are delighted with the festive sales; and a big thank you to all our customers who have continued to repose their trust and faith in Brand Hero. Our strong portfolio of brands, scale of distribution and new launches done this year have helped in driving this growth across geographies. The festive season is a clear testimony that rural is coming back to growth, which augurs well for the country in general and the two-wheeler industry in particular.”*

**Ranjivjit Singh, Chief Business Officer, India Business Unit, Hero MotoCorp**, said, *“As a much-loved and trusted brand in the country, Hero MotoCorp takes pride in bringing the best for our customers, and we have lived up to that commitment. The record retail number was achieved due to the strong customer traction across markets, with good double-digit growth in the Central, North, South and East Zones. The robust customer demand in the rural markets, in addition to the very positive sentiments in key urban centers, drove this record retail sales. With this robust retail sales, our post-festive channel inventory has now come down to its lowest level in more than three years. This has set us on a steady growth path for the rest of the fiscal year.”*

Adding cheer to the festive season, Hero MotoCorp rolled out the second edition of Hero GIFT - the Grand Indian Festival of Trust – its leading program targeted specifically for the festive period - encompassing new model refreshes, eye-catching color schemes, exciting benefits and attractive finance schemes for customers. As part of this mega campaign - with **‘Iss Tyohar, Nayi Raftaar’** as its theme – customers could avail of an exciting range of motorcycles and scooters with attractive finance schemes and low interest rates that enabled the customers to bring home iconic Hero products.

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Press Release

***For more information on Hero MotoCorp:***

***Press Contact:***

[corporate.communication@heromotocorp.com](mailto:corporate.communication@heromotocorp.com)

