

September 01, 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
25th 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.

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Press Release

New Delhi, September 1, 2024

HERO MOTOCORP SELLS 5.12 LAKH UNITS OF MOTORCYCLES AND SCOOTERS IN AUGUST 2024

EV, GLOBAL BUSINESS AND 125CC SEGMENTS CONTINUE UPWARD TREND

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, dispatched 512,360 units of motorcycles and scooters in August 2024.

Domestic sales during the month stood at 492,263 units. Month sales were marginally impacted by supply shortages, which will be made up in September.

Hero MotoCorp registered a month-on-month growth of 38% in its overall dispatch volumes and has sold 24,17,790 units in FY'25 (Apr-Aug), a growth of 8% over the corresponding period of FY'24.

Hero MotoCorp is geared to ramp-up for the upcoming festive season, where it expects a healthy growth. With faster recovery expected in the rural segment, growth in the 125cc segment, new launches in scooters and strong investment behind power brands, the company expects to grow ahead of the industry.

VIDA, Hero MotoCorp's EV brand, continued its upwards trajectory with dispatches crossing 6,000 monthly units for the first time. Its retail market share (VAHAN) has grown to over 5%. The company also continued its positive trend in Global Business with August dispatches growing both sequential and year-on-year and YTD (Apr-Aug'25) sales up by 32%. In the 125cc segment, the company is witnessing a good offtake for its diverse portfolio, especially for the Xtreme 125R.

In August, Hero MotoCorp launched the Hero Glamour 2024. Now available in an all-new colour trim, Black Metallic Silver, it features best-in-class innovations such as a LED Headlamp for reliable long-distance visibility, a first-in-segment Hazard Lamp for enhanced safety in challenging conditions, and a Stop Start Switch for effortless fuel and time-saving at traffic signals.

Hero MotoCorp expanded its global presence with operations commencing in the Philippines. It has entered a strategic collaboration with Terrafirma Motors Corporation (TMC) which will be the assembler and distributor of Hero MotoCorp products and services in the country. The Xpulse 200 4V, Hunk 160R 4V and Xoom 110 will be available at over 350 customer touchpoints across the country by the end of the year.

Press Release

In its endeavour to enhance customer experience, the company introduced the first Hero Premia Store in New Delhi, taking the total number to over 40 Premia stores in over 35 cities across the country. Offering the best-in-class premium experience by utilizing modern aesthetics, new-age technologies and accomplished sales consultants, the Premia and Hero 2.0 stores continue to receive stellar reviews from customers.

Furthering its support of global Hockey, the company entered a new partnership with the International Hockey Federation (FIH) for five years. As the Global Leadership Partner, it will enable the sport's global growth. This partnership will commence immediately and will include major sporting events such as the FIH Hockey World Cup, the FIH Hockey Pro League, the FIH Indoor Hockey World Cup, and the FIH Hockey Junior World Cup.

Particulars	AUG' 24	AUG' 23	YTD FY'25	YTD FY'24
Motorcycles	478,215	452,186	2,259,561	2,075,418
Scooters	34,145	36,531	158,229	157,183
Total	512,360	488,717	2,417,790	2,232,601
Domestic	492,263	472,947	2,323,960	2,161,401
Exports	20,097	15,770	93,830	71,200

For more information on Hero MotoCorp:



Press Contact:

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