

November 1, 2022

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 Sirs,

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

**New Delhi, November 1, 2022**

## **HERO MOTOCORP SELLS 4.54 LAKH MOTORCYCLES & SCOOTERS IN OCTOBER 2022**

**Hero MotoCorp**, the world's largest manufacturer of motorcycles and scooters, sold 454,582 units in October 2022.

With festivals of Dussehra and Diwali – which triggers record retail buying – occurring in the month of October this year, the dispatch sales of October are not comparable to the previous years, when the festival days are usually spread across the months of October and November.

During the 32-day festive season, which spanned from the first day of Navratras to the day after Bhai Dooj, the company posted a strong double-digit retail growth of 20% over the corresponding festive period of FY'22, thereby strengthening its leadership in the domestic two-wheeler market and increase in retail market share. A strong festive has also helped reduce post festive total inventory to the lowest in the previous 5 years. This augurs well for growth in second half of the year.

To mark the beginning of this year's festive season, Hero MotoCorp, launched the Hero GIFT-Grand Indian Festival of Trust. The initiative included exciting model refreshes, retail benefits, slew of financing schemes, pre-booking offers and much more.

Ushering in an era of sustainability and clean mobility, VIDA V1 – Powered by Hero – the new age fully- integrated electric vehicle (EV) made its debut in the month of October. Available in two variants – Vida V1 Plus and Vida V1 Pro, the new electric scooters are attractively priced at INR 145,000/- and INR 159,000/- respectively (\*ex-showroom Delhi). The company also announced a holistic ecosystem for its customers along with VIDA V1 – VIDA services and VIDA platform.

In line with its aggressive plans for global expansion, the company partnered with Terrafirma Motors Corporation to make its debut in the Philippines. As part of the partnership, TMC will be the exclusive assembler and distributor of Hero MotoCorp motorcycles in Philippines. The Company will set up an assembly facility of 29,000 sq. mtrs in its existing state-of-the-art principal manufacturing facility situated in Laguna City and start its operations in the second half fiscal year 2024.

With all four riders finishing among the top 15, Hero MotoSports Team Rally completed both the Andalucia Rally 2022 and the first World Rally Raid Championship. The second stage of the Rallye du Maroc was challenging for the Hero MotoSports Team, however they were able to maintain their positions in the top 10.

Press Release

	OCT' 22	OCT'21	YTD FY'23	YTD FY'22
Motorcycles	419,568	505,957	3,058,185	2,799,698
Scooters	35,014	42,013	214,758	211,402
<b>Total</b>	<b>454,582</b>	<b>547,970</b>	<b>3,272,943</b>	<b>3,011,100</b>
Domestic	442,825	527,779	3,160,105	2,834,293
Exports	11,757	20,191	112,838	176,807

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**For more information on Hero MotoCorp:**

**Press Contact:**

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