

June 17, 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: Presentation – Analyst / investor meet

Dear Sirs,

In continuation to our letter dated June 11, 2024 wherein we informed about the schedule of analyst / investor meetings, please find attached the presentation in respect of said meetings.

Kindly take 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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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





Hero MotoCorp Ltd.

Corporate Overview

June 2024



The world's largest Motorcycle and Scooter company

Hero
**WORLD'S
NO. 1**

TWO-WHEELER COMPANY

22 years in a row

1983

Hero Honda established

2011

Hero MotoCorp unveiled global brand identity. Became world's largest 2-wheeler



2016

Inaugurated state-of-the-art Centre of Innovation and Technology at Jaipur



2020

Expanded global footprint to 40 countries



2021

Reached cumulative production of 100 Million units



2022

Launch brand VIDA, HMCL's in-house electric brand



2023

Multiple Premium launches including H-D X440



**by volumes*

Drives on a legacy of trust



MANUFACTURING HAPPINESS SINCE 1985

With Innovation at its core, Hero MotoCorp continues to provide mobility to the aspirations of millions around the world.

#1

TWO-WHEELER
MANUFACTURER

8

MANUFACTURING
FACILITIES

47+

COUNTRIES

9000+

CUSTOMER TOUCH
POINTS WORLDWIDE

115 MN

HAPPY CUSTOMERS

40

YEARS OF
EXCELLENT SERVICE



Is the leading motorcycles and scooters company in the world

Leading motorcycles and scooters manufacturer in the World

with Domestic Motorcycle market share of >40%

**Grow the
Core**



**And Deluxe
segment**



**Win in
Premium**



**EV
leadership**



**PAM
business**



** Market share for FY24 on dispatch basis*

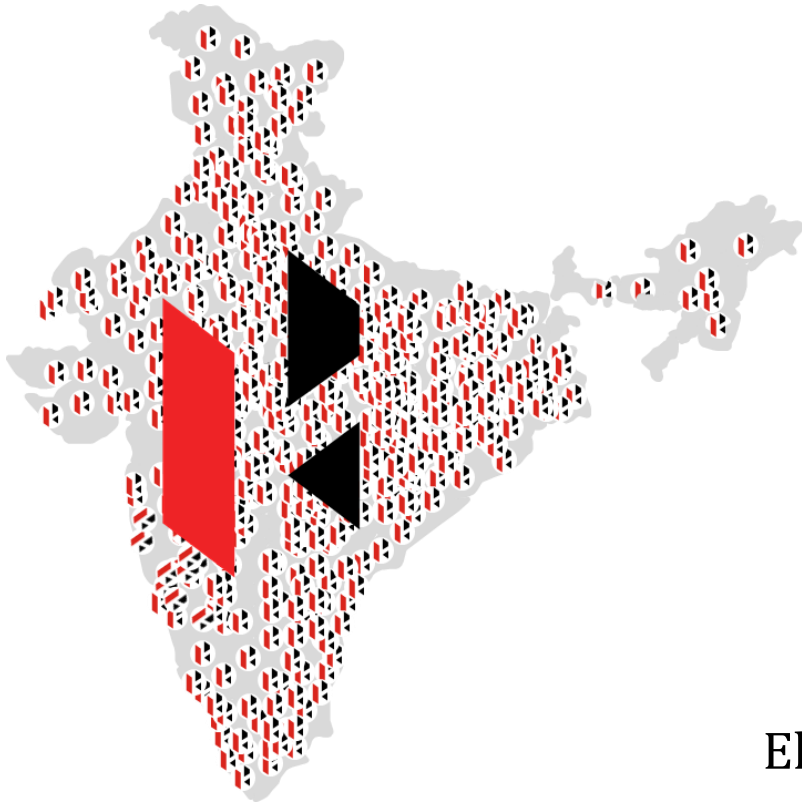
PAM: Parts, Accessories & Merchandise



Be the Future of Mobility

Create | Collaborate | Inspire

With the largest distribution and sales network in the country



9,000 Customer Touch Points world-wide



7,600+
Dealer & Network partners



1,500+
Authorized Service Centres

Elevated buying experience

- Hero 2.0
- Premia stores

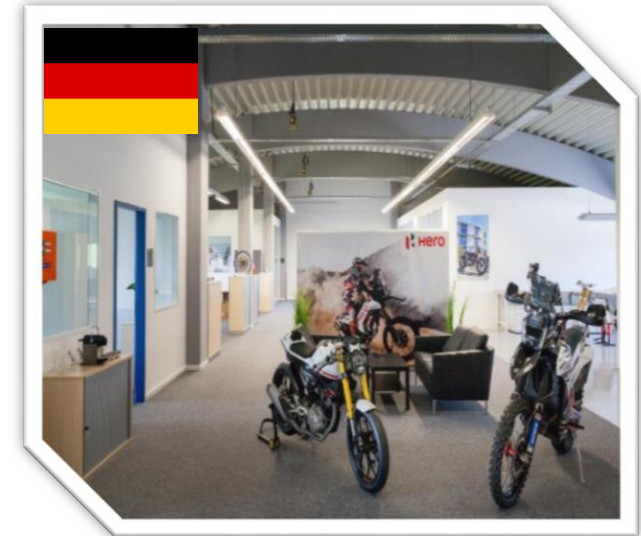


And a future product portfolio driven by R&D team



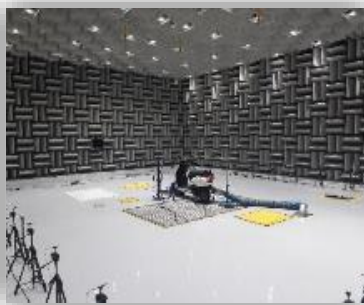
State of the art centre for delivering high quality, distinguished products

Centre of Innovation & Technology, Jaipur



R&D manufacturing, testing, validating of 2w, especially premium, EVs and components

Hero Tech Centre, Germany



750+
Patents filed

1,000+
Engineers and
Technology Experts



With innovation at the core of its product development



World's First
**CLASS
CHANGING
VEHICLE**



A vision to Create, Collaborate & Inspire

Financing



Premium



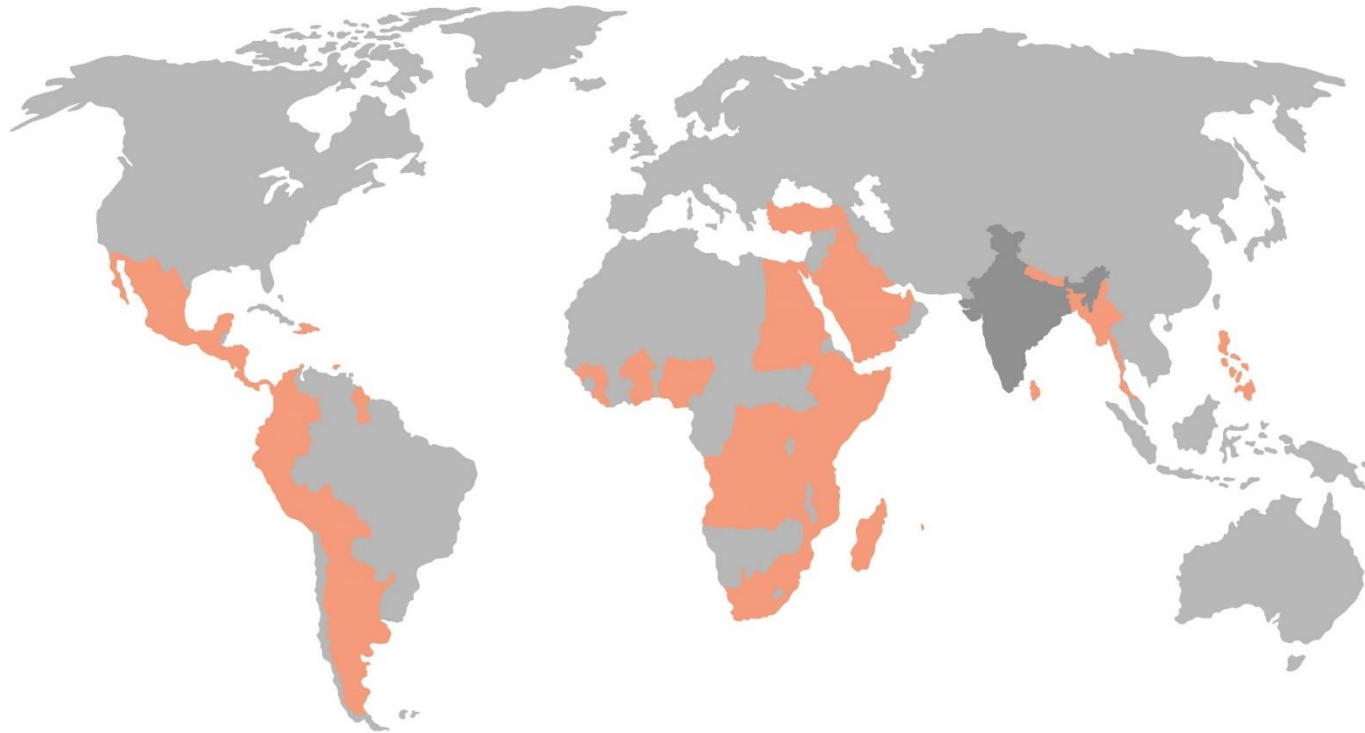
Electric Vehicle



Electric Vehicle



Our products are sold across a growing global footprint



ASIA



AFRICA & MIDDLE EAST



CENTRAL AND SOUTH AMERICA

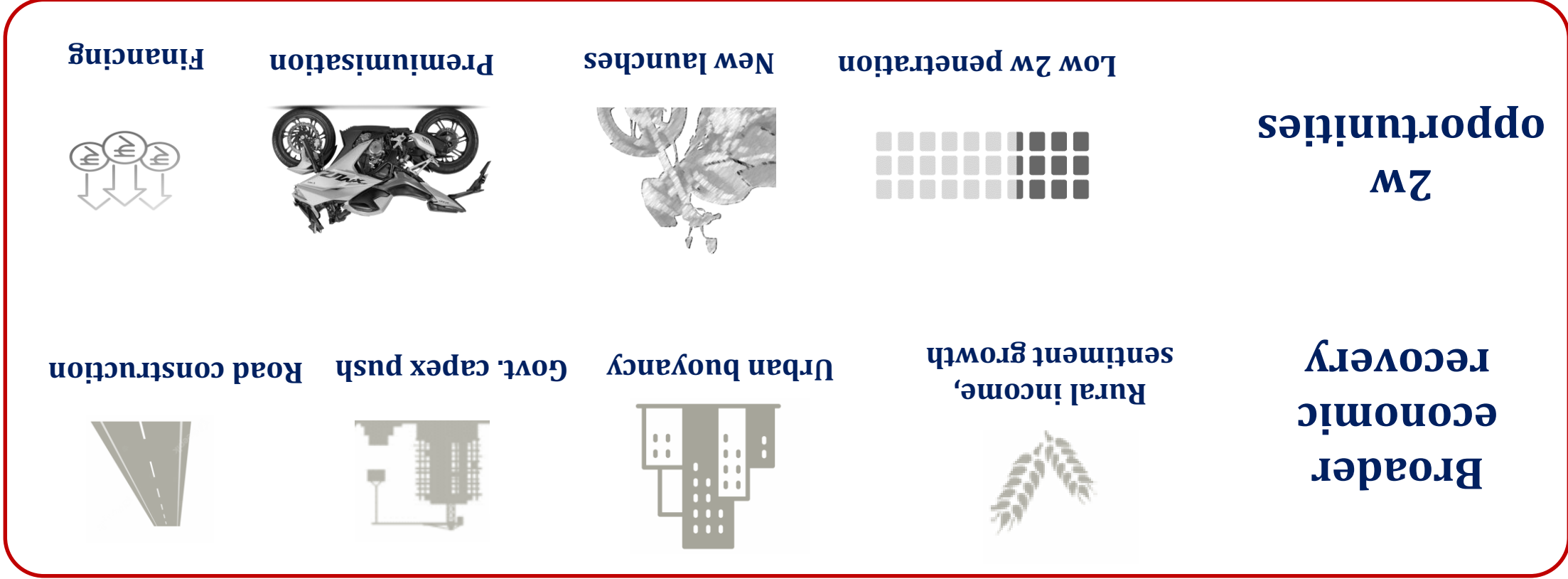


Presence in 47+ countries

The market landscape



Creating platform for robust 2w growth



Mobility a structural need || 2w an income enabler



Our People

Rich, diverse leadership mix drawn from within and the best in the industry



Dr. Pawan Munjal
Executive Chairman



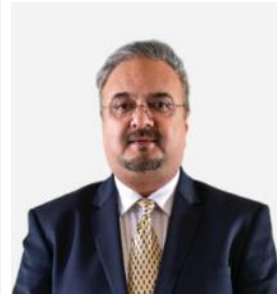
Mr. Niranjana Gupta
Chief Executive Officer



Mr. Vivek Anand
Chief Financial Officer



Mr. VS Kasbekar
Executive Director



Mr. Sanjay Bhan
Chief Business Officer - Global Business Unit



Mr. Ranjivjit Singh
Chief Business Officer - India Business Unit



Mr. Mike Clarke
Chief Operating Officer



Ms. Reema Jain
Chief Information & Digital Officer



Mr. Ram Kuppuswamy
Chief Procurement & Supply Chain Officer



Mr. Swadesh Srivastava
Chief Business Officer - Emerging Mobility Business Unit



Mr. Rakesh Vasisht
Head of Corporate Services & Executive Sponsor - Scooter Business



Ms. Rachna Kumar
Chief Human Resources Officer



Mr. Bharatendu Kabi
Head-Corporate Communication & CSR

Leadership team comprises diverse sectors:

FMCG, White goods, Technology, Telecom, Pharma etc.

From MNCs, Indian businesses and with domestic and international experience

A rider in a grey and black protective suit and helmet is performing a wheelie on a white and black motorcycle on a dirt track. The motorcycle is tilted upwards, with the front wheel high in the air. The background is a dusty, brown dirt track. The image is overlaid with a semi-transparent white horizontal band and several white and red geometric shapes (triangles and polygons) on the right side. The text "Grow the core" is centered in the white band.

Grow the core

Grow the Core market

Expand the category and fortify our brands

Recover market share in 125cc

Increase share in Scooter

Accelerate other revenue streams

Rapidly scale up in top 10 markets in Global Business

Deepen the penetration



Attract *First Time Buyers*

- **Retail finance** initiatives enabling growth
- Leverage of **widest reach**

Growth in **younger customers** with Xtec models

Fortify our brands

GLAMOUR XTEC



NEW super Splendor XTEC
— 125cc —



Passion +

THE ICONIC Passion +



Changing gears

Expand the category and fortify our brands: Xtreme 125R



BEST IN CLASS RIDEABILITY

STEEL DIAMOND FRAME, SHOWA
SUSPENSION



ALL NEW SPRINT EBT ENGINE

POWER 11 BHP @7500 RPM
TORQUE 10.4 Nm @ 6000 RPM



ALL LED LIGHTINGS



FIRST IN SEGMENT

SINGLE CHANNEL ABS



WIDER TYRES 120/80-17



Changing gears



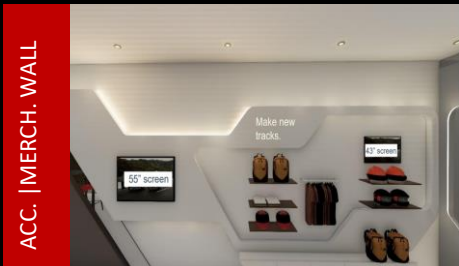
Distribution network: Upgraded HERO 2.0 | 460+ stores



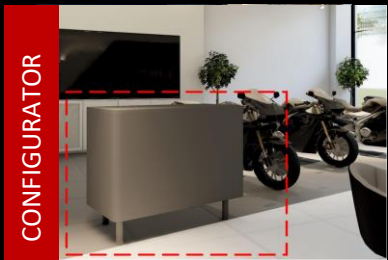
ELECTRIC



COLOR PALETTE



ACC. | MERCH. WALL



CONFIGURATOR



LARGE SCREEN

Retail Financing: A lever for growth

Financing% has increased over years

FY20
45%+

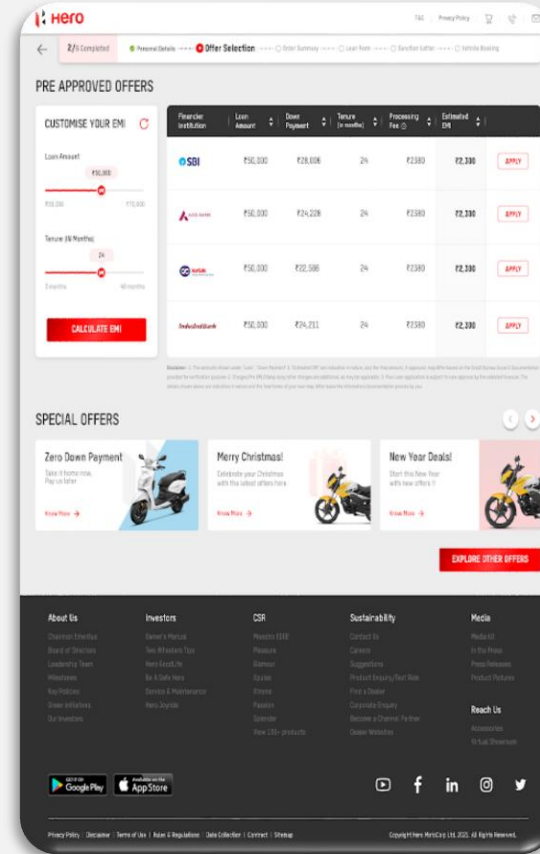


FY24
60%+

Further potential to increase finance penetration above and beyond

- Government push towards banking inclusion (JAM- Jandhan, Aadhar and Mobile)
- Easy availability of financing due to deposit book growth for banks
- Addresses increased aspiration of customers to upgrade to higher segments

Digital Retail Finance Marketplace e-Fin platform



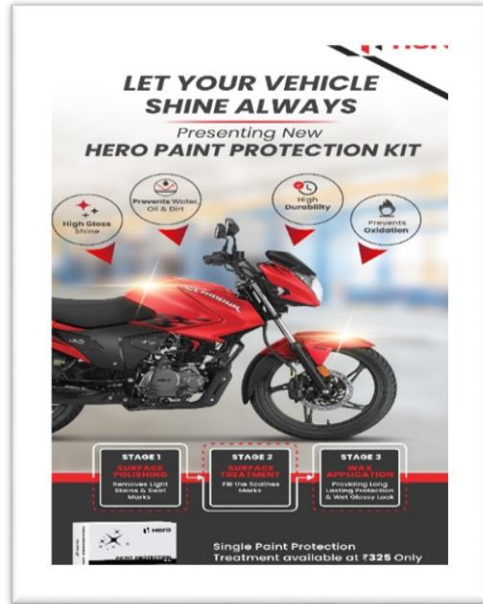
Aggregator finance platform for better finance penetration leading to increased sales

Journey with ease, transparency & power to choose

Financing% indicates percentage of total retail volumes financed



Accelerate other revenue streams: Parts, Accessories & Merchandise



90%

Growth since 2019
~₹5,400Cr in FY24



Increase breadth & depth

Efficient logistics

Expand portfolio

Pioneered parts micro-distribution

Doubled retailer base in 3yrs

Signed on influencers, *Asli Heros*

Best in class Global Parts Centre

Pull based ordering

Adjacent opportunities: Oil, other bike care products added to the business

Accessories added to business

Merchandise aligned with growth

A rider in a white and black protective suit and helmet is performing a wheelie on a white and black motorcycle on a dirt track. The motorcycle is tilted upwards, with the front wheel high in the air. The background is a dirt surface with some dust kicked up. The image is overlaid with a semi-transparent white rectangular area containing the text "Premium portfolio". The overall composition is framed by large, overlapping geometric shapes in white and red on a dark background.

Premium portfolio

Win in Premium

Build portfolio

Power brands, premium imagery

Elevate the retail buying experience

Premium customer journey

PRODUCT

1. PREMIUM PORTFOLIO



Karizma XMR H-D X440 MAVRICK 440

2. PREMIUMIZING THE CORE



RANGE



125R

EXPERIENCE

1. NEXT GEN SALES EXPERIENCE



2. SERVICE EXPERIENCE



BRAND

1. BUILDING BRANDS, CULTURE



2. BIKING MERCHANDISE



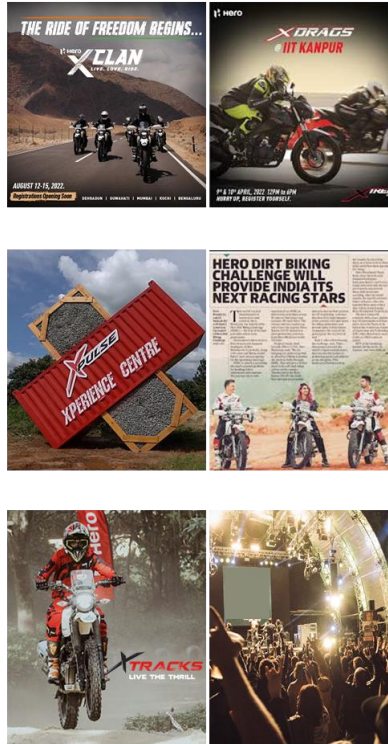
Changing gears

Power brands, premium imagery

Power brands



Premium properties



Merchandise



Premiumization



Harley-Davidson



Changing gears

Premiumization of the portfolio to cover broader segment



H-D X440



Mavrick 440



Karizma XMR 210



XPulse 200 4V



Xtreme 200S



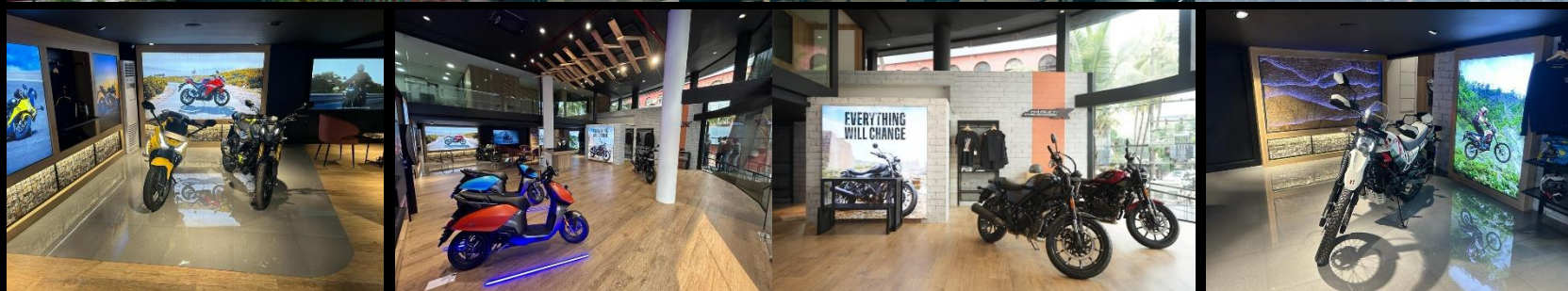
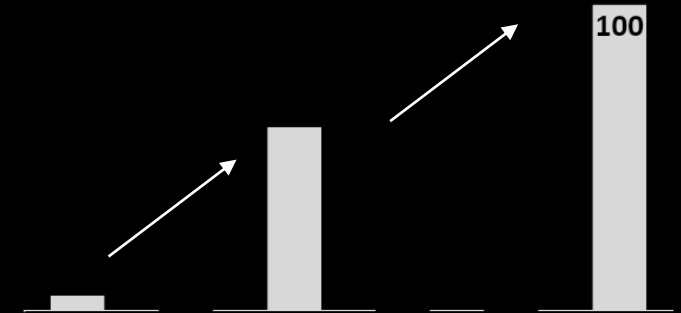
XPulse 200T 4V



Xtreme 160 R 4V

Sports, Adventure, Roadster

Premium network: PREMIA: 15 stores live → 100 by year end



- ✓ Grounds-up fresh stores
- ✓ Store in a store concept
- ✓ Virtual exp. – configurator
- ✓ Tech based product exp.

*HARLEY-
DAVIDSON* X[™]
440



2023 WAS A HISTORIC YEAR FOR HARLEY-DAVIDSON® IN INDIA. IN JULY, WE LAUNCHED THE HARLEY-DAVIDSON® X™440, THE FIRST EVER HARLEY MADE IN INDIA. AND WITH THE BIRTH OF THIS NEW MOTORCYCLE, A WHOLE NEW GENERATION OF MOTORCYCLE ENTHUSIASTS WAS BORN.



LAUNCHING
A REVOLUTION



JULY 2023

Hero MotoCorp Chairman Dr. Pawan Munjal and Harley-Davidson® CEO Jochen Zeitz celebrated their historic collaboration at the launch of the Harley-Davidson® X™440 in July.

RAVI
AVALUR

ANKUSH
GULATI

VIR
NAKAI

VIJAY
PARMAR

AMAR
SANDHU

VIJAY
THOMAS

18,603 FT

HARLEYS ON THE ROOF OF THE WORLD.

"DR. PAWAN MUNJAL TOLD US TO TAKE
HARLEY-DAVIDSON® TO NEW HEIGHTS IN INDIA.
WE TOOK HIM QUITE LITERALLY."

- RAVI AVALUR



04-12-21.
PREMIERING AT INDIA BIKE WEEK.

In October 2021, we took 5 riders and
5 Harley-Davidson® Pan America™ 1250s to the
highest unpaved motorable road in the world,
and conquered the Key La Pass in Ladakh.

It took us 12 days.

It was time for a newer, bigger challenge. And the
idea of the 24-hour Endurance Run was born.

5 RIDERS.

1 SPORTSTER™ S.

1805 LAPS.

130.9 KMPH AVERAGE SPEED.

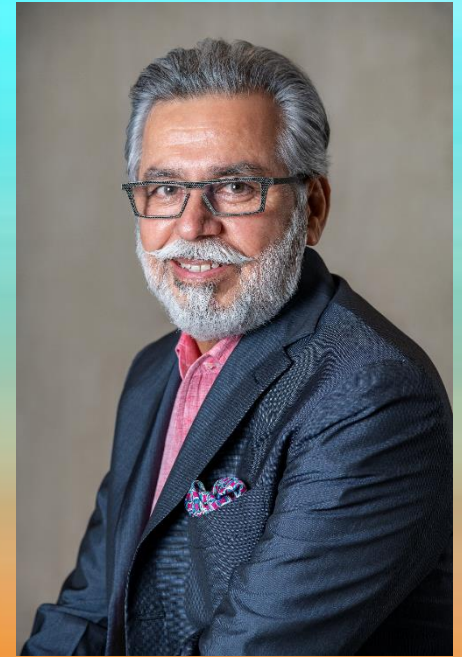
3141 KMS.

24 HOURS.



VIDA





Dr. Pawan Munjal
Executive Chairman

“I envision VIDA empowering millions of people around the world to do the right thing, and be a part of the change that they want to see. By creating a positive impact on our planet.”

VIDA V1: Differentiated electric scooter



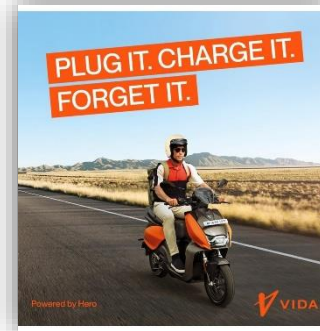
1. Unmatched performance

- Top speed 80Kmph
- Acceleration 0-40kmph in 3.2 sec
- **100+ riding modes**
- **20 degree incline**

2. Removable batteries

2 removable batteries enabling charging anywhere anytime

3. Real world range (RWR) of 110km



4. Built to Last



The most distance on an EV scooter in 24 hours

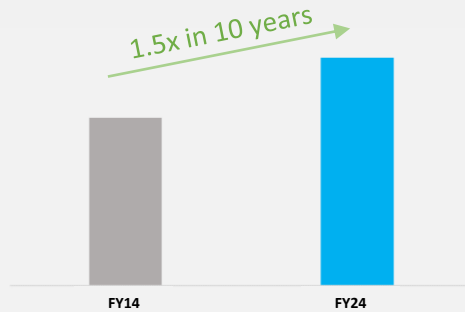


Strong financials

That is reflected in strong financials: ₹1Tn+ market cap* (\$13.7Bn)

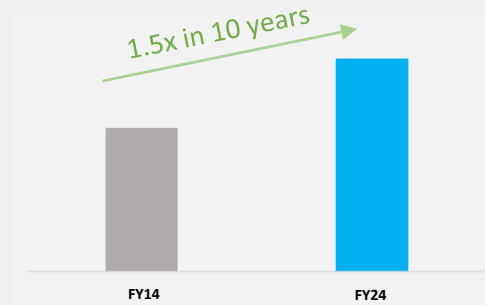
Revenue

\$4.5 Bn



EBITDA

\$0.6 Bn



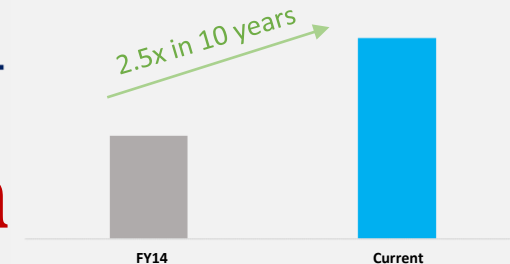
Profit after tax

\$0.5 Bn



Market Cap

\$13.7 Bn



*Revenue from Operations, EBITDA and PAT figures for FY24; Rounded off in \$ terms @ 1\$=₹82.78 (FY24 average)

*Market Cap figure as on 10th June'24; Rounded off in \$ terms @ 1\$=₹83.49 (as on 10th June)

Delta in graphs over years is in INR currency

Margins: Key levers

Key margin levers for mid-term

14-16%
EBITDA margin
guidance

Operating leverage

Sales mix improvement

Premiumisation

EV loss optimization with scale-up

Sustainability as a core value

Achieved 100% Zero Waste to Landfill

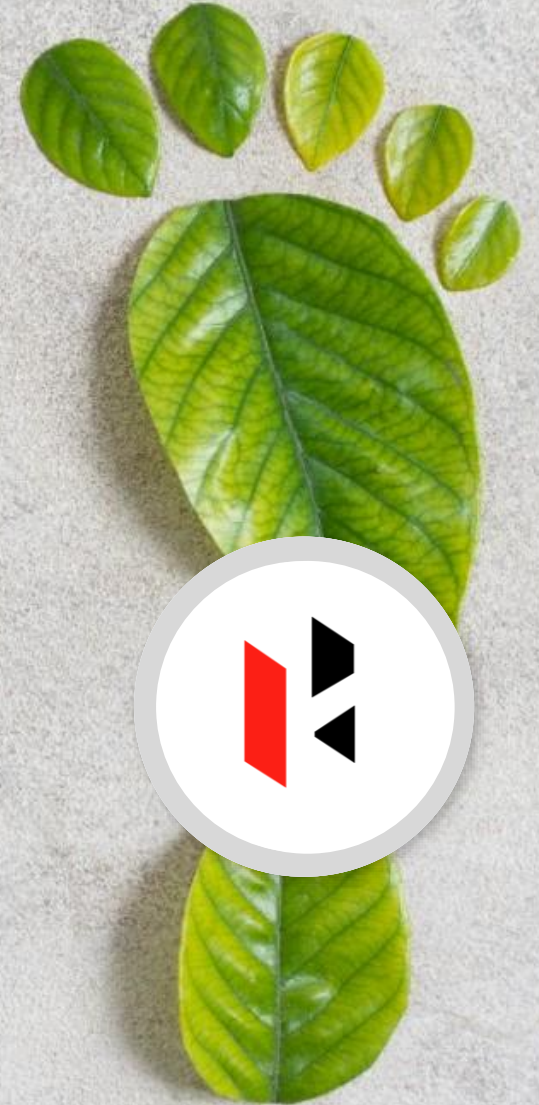
A year ahead of 2025 target

500% Water positive facilities by 2025

Well on track to achieve; 400%+ achieved already

100% Carbon neutral operations by 2030

On track






Hero MotoSports

Hero

HERO MOTOSPORTS

CREATES HISTORY



DAKAR 2024
#GEAREDFORGLORY

HERO BECOMES THE
ONLY INDIAN MANUFACTURER TEAM
TO EVER FINISH ON THE DAKAR PODIUM!





Thank you



<https://www.linkedin.com/company/heromotocorp/mycompany/>

<https://www.youtube.com/@HeroMotoCorp>

<https://www.instagram.com/heromotocorp/>