

November 04, 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 Sirs,

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

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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New Delhi, November 4, 2024

HERO MOTOCORP SURGES AHEAD DURING THE FESTIVE SEASON WITH ITS HIGHEST-EVER FESTIVE SALES

REGISTERS A GROWTH OF 13% WITH RETAIL SALES OF 16 LAKH UNITS DURING THE 32-DAY PERIOD

Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, achieved its **highest-ever retail sales** during the recent 32-day festive period, starting from Navratri.

With sales of over 15.98 lakh (1.6 million) units, the company registered an impressive 13% growth compared to the festive season of 2023.

The robust demand for Hero MotoCorp's products was evident across both urban and rural India. The 125cc motorcycle segment, with Xtreme 125R, emerged as a key growth driver, while the 100cc segment also contributed positively to the company's strong sales performance.

VIDA, Hero MotoCorp's electric vehicle brand, crossed a significant milestone by achieving 11,600 retail sales during the same period. VIDA network's ongoing expansion, leveraging Hero Premia and Hero 2.0 outlets, in conjunction with a heightened emphasis on the Top 30 towns, is yielding positive results. The upcoming portfolio expansion is set to infuse the brand with further impetus.

The Harley-Davidson X440 achieved sales of over 2800 units, highlighting the brand's popularity. As the company aims to expand the Premia network to over 100 locations by the end of this fiscal year, it will enhance the reach and accessibility of this aspirational brand.

Niranjan Gupta, Chief Executive Officer, Hero MotoCorp, said *"For the second consecutive year we have achieved our highest-ever festive retail sales, which is a testament to Hero MotoCorp's position as the preferred brand in India. We are grateful for the unwavering trust of our millions of customers. There has been good momentum and growth in most parts of the country with rural sales catching up with the urban segment in the latter half of the festive season. We expect the momentum to continue and are optimistic about the remainder of the year."*

Hero MotoCorp's exceptional performance during the festive period has enabled it to further solidify its leadership position. The company's sustained focus on innovation, customer satisfaction, and a strong sales network highlights its commitment to providing high-quality products and meeting the diverse needs of its customers.

Press Release

For more information on Hero MotoCorp:



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