

HMCL:ICK:11/14A:SECT:14

October 21, 2014

Fax/Speed Post/Courier

The Secretary,
BSE Limited,
25th Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

Asst. Vice President,
Listing Department,
National Stock Exchange of India,
"Exchange Plaza",
Bandra Kurla Complex, Bandra (East),
Mumbai – 400 051

Dear Sir,

Re: Press release

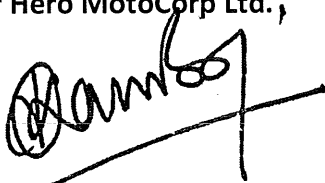
Please find below the statement being issued to the media.

"We expect to clock close to 1.5 lakh in retail sales today on Dhanteras, which will be a 40-50% growth over our sales on Dhanteras day last year."

Kindly take the same on record and acknowledge receipt.

Thanking you,

Yours faithfully,
for Hero MotoCorp Ltd.,



ILAM C. KAMBOJ
Asso. V.P. - Legal & Company Secretary

Hero MotoCorp Ltd.

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