

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

October 28, 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,

Please find below the statement which is being shared with the Business Standard newspaper today as a response to some specific queries from their Mumbai-based auto correspondent.

"Driven by sharp, distinct & robust positioning, both our scooters - Hero Pleasure & Hero Maestro - have been on a growth path. In fact, in the **festive month of October**, we are confident of **clocking over 90,000 units of scooters** in retail sales - which is going to be Hero's all-time high scooter retail sales for any month.

As we have already stated on earlier occasions, we have been constrained by our scooter capacity which is why we have not been able to meet the ever-increasing market demand for our scooters. Therefore, we are raising our scooter production capacity to about 100,000 units per month by January next year. Like the previous year, we are confident of clocking good double digit growth in scooters this year as well. We have also lined up two new scooter models for launch over the next few months, which will further give our customers more options to choose from."

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.

Regd. Office: 34, Basant Lok, Vasant Vihar, New Delhi-110057, India
Tel. +91 11 26142451, 46044100, Fax +91 11 26143321, 26143198
HeroMotoCorp.com

Email ID: secretarialho@heromotocorp.com

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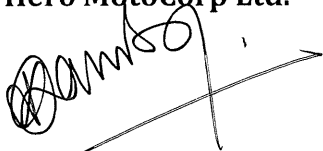
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