

HMCL:ICK:11/14A:SECT:15

September 1, 2015

Fax/Speed Post/Courier

The Secretary,  
BSE Limited,  
25<sup>th</sup> 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,

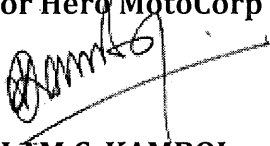
**Re: Press release**

Please find attached herewith a copy of the Press release being issued by the company in respect of sales for the month of August, 2015.

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**

Encl: as above



**New Delhi, September 1<sup>st</sup>, 2015:**

## **HERO MOTOCORP GEARS-UP FOR FESTIVE SEASON WITH SLEW OF NEW LAUNCHES**

### **SELLS 480,537 TWO-WHEELERS IN AUGUST 2015**

**Hero MotoCorp Ltd. (HMCL)**, the world's largest two-wheeler manufacturer, sold 480,537 units of two-wheelers in August 2015. The company had sold 558,609 units in the corresponding month last year.

Committed to add impetus to the sector as market leader, HMCL has lined up a slew of new products leading up to the festive season. The festive season this year will begin almost three weeks late, as compared to last year, and this shift in season is also reflected in the subdued sales in August vis-à-vis the same period last year.

Hero MotoCorp will commence the new launches with the introduction of two brand new scooters, followed by new exciting bikes. With the upcoming festive season, we expect sentiments to improve which in turn is likely to revive market demand. The industry expects the second half of the year to be better than the first two quarters.

Continuing its strong association with global sporting platforms, Hero MotoCorp has become the Title Sponsor of the 2015 Men's Hockey World League Final. The event will be called "Hero Hockey World League Final" and will be held at Raipur, Chhattisgarh from 27<sup>th</sup> November – 6<sup>th</sup> December 2015.

In the month of August, HMCL also felicitated ace-golfer and Hero brand ambassador Anirban Lahiri for his historic tied-5<sup>th</sup> place finish at the PGA Championship – highest-ever finish by an Indian in a Major.

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*For more information, please visit:*

*[www.heromotocorp.com](http://www.heromotocorp.com)*

*FB: [/HeroMotoCorpIndia](https://www.facebook.com/HeroMotoCorpIndia)*

*Twitter: [@HeroMotoCorp](https://twitter.com/HeroMotoCorp)*

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