



HMCL:SECT:16

May 5, 2016

Asst. Vice President,
Listing Department,
National Stock Exchange of India Ltd.,
Exchange Plaza,
Bandra Kurla Complex,
Bandra (E),
MUMBAI - 400 051

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

Dear Sir,

Sub: Press Release

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

Kindly make a note of the same.

Thanking you,

Yours faithfully,
for Hero MotoCorp Ltd.


Ramni Sood
Compliance Officer



Encl. as above

Hero MotoCorp Ltd.

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HeroMotoCorp.com CIN: L35911DL1984PLC017354



New Delhi, May 5, 2016

HERO MOTOCORP MARKS FIVE YEARS OF SOLO JOURNEY WITH AUGMENTED LEADERSHIP

**FINANCIAL YEAR 2015-16 TOTAL INCOME FROM OPERATIONS
AT RS 28,599.30 CR**

NET PROFIT UP 31.3% TO RS 3,132.37 CR FOR THE YEAR

**Q4 FY'16 TOTAL INCOME FROM OPERATIONS RS 7,512.17 CR;
NET PROFIT FOR THE QUARTER RS 814.16 CR UP 70.85% Vs.
CORRESPONDING QUARTER PREVIOUS YEAR**

Financial Results: (Apr 2015 - March 2016), FY '16

- Total two-wheeler sales for the year at 66,32,322 units
- Total turnover (Net sales and other operating income) for the financial year at Rs. 28,599.30 Crore
- Earnings Before Interest Depreciation Tax & Amortization (EBIDTA) for the year 15.55% (vs. 12.84%% for the corresponding period last year)
- Profit Before Tax (PBT) stands at Rs. 4394.58 Crore and Profit After Tax (PAT) at Rs. 3132.37 Crore (up 32.0% and 31.3% respectively)

Financial Results: Q4 (January-March), FY '16

- Total two-wheeler sales for the quarter at 17,21,240 units
- Total turnover Rs. 7,512.17 Crore
- EBIDTA for the Quarter stands at 15.65% (vs. 12.34% for the corresponding period last year)
- PBT stands at Rs. 1162.27 Crore and PAT at Rs. 814.16 Crore (up 69.5% and 70.85% respectively)

“The completion of FY’16 marked five years of sustained leadership in our bold new solo journey that we embarked upon in 2011. In addition to consolidating our market leadership in terms of volumes, we have also worked on making Hero MotoCorp a more profitable company. In FY’16, we made strong progress towards our strategic goals and delivered impressive performance, both in terms of sales and financials in the second half of the year while the industry continues to remain sluggish and sentiments are still subdued.

“For FY’17, therefore, we continue to remain cautiously optimistic. The industry hopes for a good monsoon, which may help market sentiments to improve towards the second half of this fiscal.”

Pawan Munjal

Chairman, Managing Director and CEO, Hero MotoCorp

Hero MotoCorp today announced a final dividend of 1600 per cent (Rs. 32/- per share of face value Rs. 2/-) for 2015-16. This along with the interim dividend of 2000 per cent (Rs 40/- per share) aggregates to an annual dividend of 3600% (Rs 72/- per share)

The improved profit margins were the combined result of the highest-ever quarterly sales of **17,21,240** units and several margin improvement initiatives taken during the period

Key Highlights FY ‘16

<u>5 year journey</u>	• Consolidated domestic motorcycle market share • Launched first new products developed from indigenously developed technology • Gained market share in scooters since their launch
Global Foray	• The first overseas manufacturing facility of HMCL became operational in Colombia in September 2015 • The global footprint expanded to 30 countries across Asia, Africa and Americas
New Facilities/ Research & Development	• A major landmark in the company’s history, the Hero ‘Centre of Innovation and Technology’ (CIT) in Jaipur, commenced operations in February 2016
Product Launches	• The first in-house developed products - Maestro Edge and Duet - introduced in the market in October 2015; contributed to significant increase in scooter market share • Maestro Edge went on to become the ‘Most Awarded Scooter’ in the country during the year • ‘Feel the Josh’ - the media campaign of the Maestro Edge –won the ‘Disruptor of the Year’ Award in the Automobile category for Marketing excellence • Upgraded and contemporary new avatars of Hero’s successful brands Splendor PRO, Splendor Plus, Passion PRO and Xtreme Sports launched

Sales Performance	• HMCL further augmented leadership position in the market with three months of 6-lakh plus sales during the year - March, 2016 (606,542), October, 2015 (639,802) and September, 2015 (606,744) • The company returned record sales during the festive season selling 1 million units during the 35 day period • Rapidly gained market share in the scooter segment with the strong sales performance of the new scooters after their launch in the second half of 2015-16
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For more information, please visit:

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