



HERO MOTOCORP

LEVERAGING TECHNOLOGY TO REVOLUTIONIZE THE INDIAN TWO-WHEELER MARKET

Having ventured into the two-wheeler segment with its fuel-efficient motorcycles in the 1980s, Hero MotoCorp has come a long way to establish itself the largest and best bike manufacturer in India & the world no. 1 two-wheeler company in terms of unit volume sales

With its four internationally benchmarked facilities in Gurugram, Dharuhera, Haridwar and Neemrana, Hero MotoCorp always believes in 'manufacturing happiness' through its units maintaining harmony between man, machine and nature to reduce the effect on environment and promote a healthy biome. By stringently adhering to the basic principles of integrity, modesty, swiftness, respect and excellence through teamwork, the company works on the philosophy of 'Excellence in Quality' in its products, services and operations. Working on the vision of a mobile and empowered India, the company successfully accomplished its objective by providing world-class mobility solutions to the Indian motor market, setting new standards in technology, styling in quality and extending its footprints in the global arena. The company is persistently making endeavours in upgrading its operational efficiency, assertively extending its reach to new client base, consistently investing in brand-building

activities and safeguarding customers' and shareholders' interest.

CREATING EFFICIENT AUTOMOTIVE SOLUTIONS

After its dissociation from Honda of Japan in July 2011, the company has utilized every opportunity in leveraging its strong presence across sports, entertainment and ground-level activation. The company gained 49.2% stake in Erik Buell Racing, a sports motorcycle manufacturer, from its base in Wisconsin, United States. The company also invested US\$ 30.5 million (Rs. 205 crore) in October 2016 and acquired a 32.31% share in Ather Energy, an electric scooter manufacturer, and made a further investment of US\$ 19 million (Rs. 130 crore) in 2018.

The company came out with various customer-friendly initiatives to establish a trustful relationship with its customers, such as the Hero Honda Passport Program, presently known as the Hero GoodLife Program. The sale of the company in the two-wheeler segment is more than the combined sale of the companies placed at second, third and fourth ranks, with a sale

of over 10 lakh units only of Hero Honda Splendor, the most popular bike among Indian masses.

CONTRIBUTING TO SOCIAL CAUSE

The company realises very well that being the leading motorcycle manufacturer with a 46% market share in India also brings with it the added responsibility of contributing to the society and the environment. The Happy Earth, Ride Safe India, Hamari Pari and Educate to Empower, along with the 'We Care' CSR programme are such programmes which enable the company to strengthen its position as the leading two-wheeler company in the country. The company is ranked seventh among the most-trusted brands in India in the brand trust report published by Trust Research Advisory and was adjudged the 'Best value for Money Bike Maker' and 'Best Advertising' in the two-wheeler segment at the Auto India Best Brand Awards 2012. The company is also a sponsor to the Caribbean Premier League T20 Cricket Franchise 2018 and India's top-tier men's football leagues, the Indian Super League and the I-League.