



## HERO MOTOCORP LIMITED

GREEN TO THE CORE

**H**ero MotoCorp Limited, formally known as Hero Honda Motors Ltd is the world's leading two-wheeler company based in India, powered with a robust portfolio and global presence marked in 35 countries across 3 continents. The company has monopolized leadership at the apex spot for no less than 16 consecutive years and counting, with a whopping 70+million cumulative sales since its inception.

The year 2011 was special in more than one ways with a licensing agreement getting signed between Hero and Honda. As a result, 'Hero Honda Motors Limited' was renamed as 'Hero MotoCorp

Limited'. In the same year, Hero crossed the landmark figure of 5 million cumulative sales in a single year, Global Parts Center was inaugurated in 2014, and a landmark of 60 million 2-wheeler production was achieved in 2015 and CIT was inaugurated in 2016.

Hero manufactures a range of popular two-wheelers like Karizma ZMR, Extreme Sports, Splendor Ismat 210 alongside the famed launch of its iconic Impulse, Ignitor and Maestro models in 2012. Based on the Green Building concept, Hero plants cover at least 1,16,500sq meters of Green Roof using Hydroponics technology and operate with minimal water requirement, extend an oxygen greenwall

along with photovoltaic solar power, water recycling and rainwater harvesting built-in with a special visitor skywalk.

### STAYING TRUE TO THEIR NAME

Through its Value for Money initiative, the company offers a 5 Year Warranty, 5 Free Services, one-stop insurance solutions and the Hero Good Life Program which has been declared as the winner in the Category "Best Loyalty Program in Automobile Sector" 2016. The Hero Joyride Program is a Pan-India Smart Card based Annual Maintenance Package offered by Hero Authorized Service Centers for servicing Hero vehicles. Apart from other

CSR initiatives, Hero launched a special drive, #Herosalutes, as a mark of respect for the Indian armed forces, at the time of surgical strikes against terrorist positions on September 29, 2016. The campaign served as a platform for echoing the sentiments of 1.2 billion-strong Indians.

Hero Cycles had started its joint operations with Honda in 1984 as Hero Honda; however, in 2010 Honda decided to move out of the joint venture, and Hero Group bought the shares held by Honda. Subsequently, in August 2011 the company was renamed Hero MotoCorp with a new corporate identity.

