

A close-up photograph of two people in business suits shaking hands. The person on the left is wearing a dark blue suit jacket with four buttons visible on the sleeve. The person on the right is wearing a dark blue suit jacket with a white shirt cuff visible. They are shaking hands in the center of the frame. The background is a blurred office setting with a light blue wall and a desk with some papers and a pen.

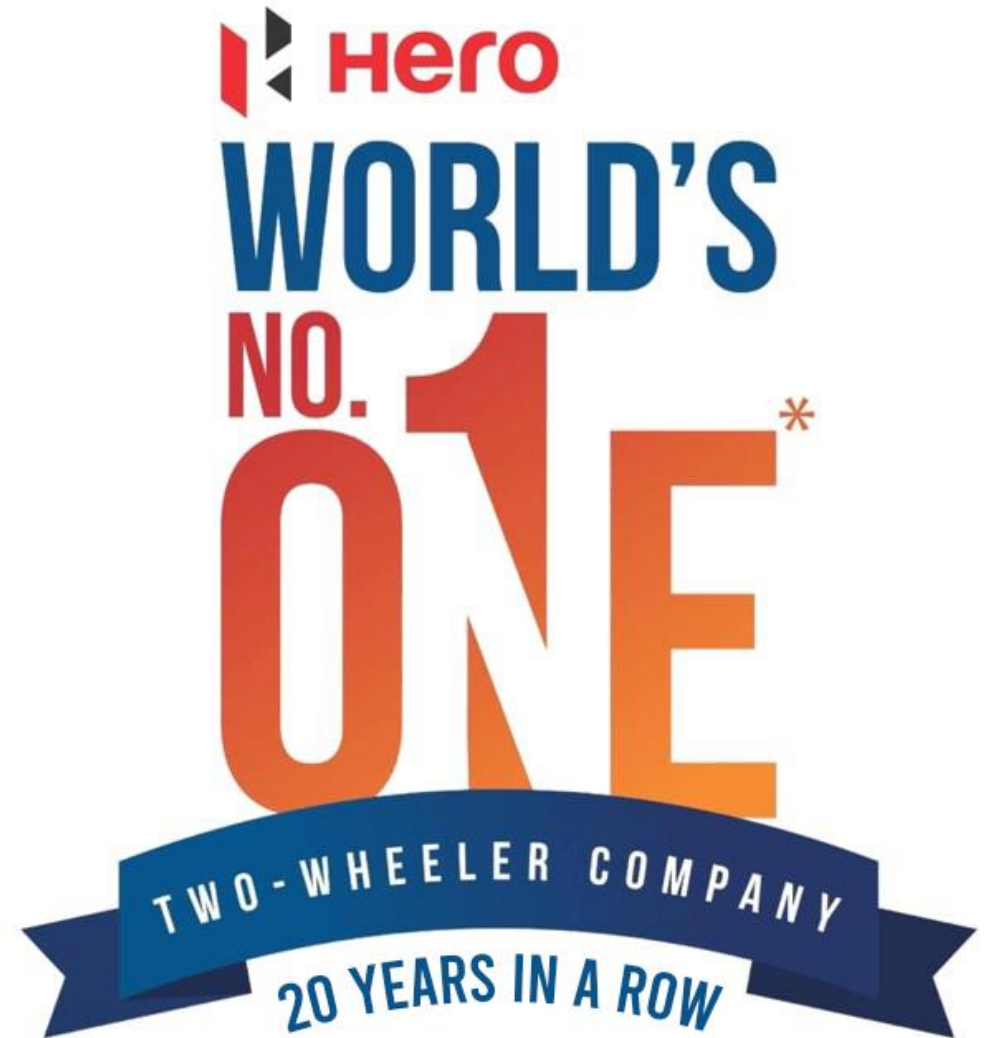
HMCL PRESENTATION

HERO

Became



World No.1
Two-Wheeler Company





Dr. Brijmohan Lall Munjal
(Chairman Emeritus)

HERO FOREVER

VISION

“ BE THE FUTURE OF
MOBILITY,”

MISSION

CREATE

- Re-define mobility through the creation of a mobility roadmap.
- Set best practice and benchmarks for the industry

COLLABORATE

- Leverage partnerships and exhibit Teamwork
- Co-create solutions that benefit the community, while caring for both the internal and external environmental ecosystems and support sustainability

INSPIRE

- Move forward with purpose.
- Inspire our colleagues, customers and communities
- Thrive on the local and global stage

OUR VALUES

PASSION

We have the 'JOSH'– we are driven to deliver our best every day; loving what we do, be bold and have fun

INTEGRITY

Our behavior is ethical and do the right thing when no one is watching.

RESPECT

We show regard and appreciation for everyone; celebrate diversity, act with confidence yet humility.

COURAGE

We are Risk-takers, pioneers, unafraid to question the status-quo.

RESPONSIBLE

We are Accountable for our actions and performance; delivering outcomes as a team, caring for each other and the environment.



DR. PAWAN MUNJAL

Chairman,
Managing Director
& CEO

Dr. Pawan Munjal is the Chairman, Managing Director & CEO of the Company. He is responsible for growth and strategic planning for the entire Group. A graduate in Mechanical Engineering, Dr. Munjal has been instrumental in bringing about technological and managerial excellence in the Company's operations. He has been the Chairman of several Committees of CII.



Registered & Corporate Office
The Grand Plaza, Plot No.2, Nelson Mandela Road,
Vasant Kunj - Phase -II, New Delhi - 110070

ORGANIZATION STRUCTURE



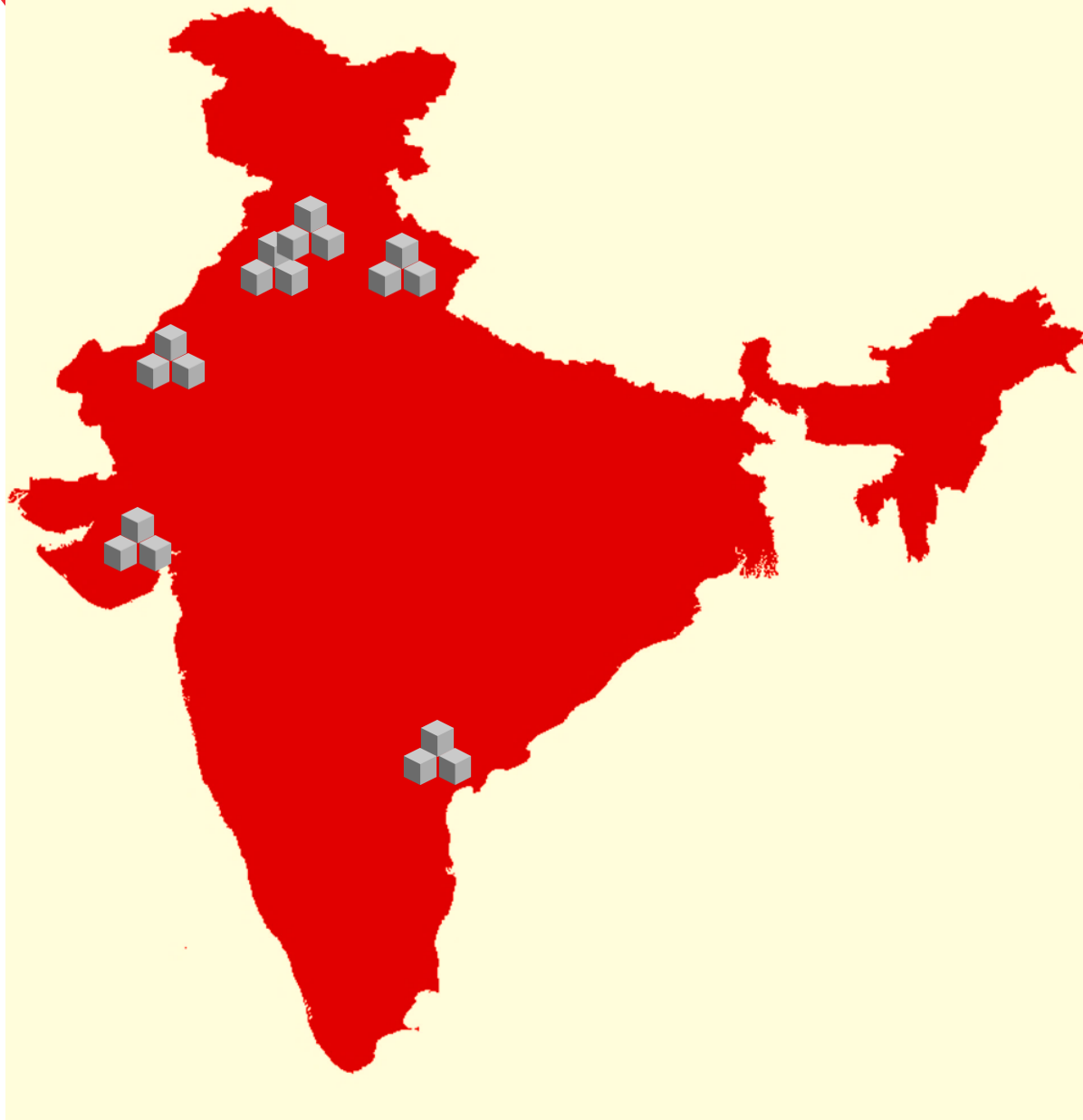
HEAD OFFICE

ZONAL OFFICE

| NORTH Zone | EAST Zone | CENTRAL Zone | WEST Zone | SOUTH Zone |
|---------------------------|--------------------|----------------------------|---------------------------|--------------------------------|
| Delhi | Kolkata | Jaipur (B.O. - Udaipur) | Pune (B.O. – Mumbai) | Bangalore (B.O. – Hubli) |
| Haryana | Assam & North East | | | Chennai (B.O. – Coimbatore) |
| Chandigarh | Ranchi | Bhopal (B.O. - Indore) | Baroda (B.O. – Rajkot) | Kochi |
| Lucknow | Patna | | | Hyderabad |
| Noida (B.O – Dehradun) | Bhubaneswar | Raipur | Nagpur | Vijaywada |
| Varanasi | | | | |

Zonal Office - 5
Area Office - 22
Branch Office- 7

MANUFACTURING FACILITIES IN INDIA



Dharuhera, Haryana
(1985)



Gurugram, Haryana
(1997)



Haridwar, Uttarakhand
(2008)



Neemrana, Rajasthan
(2014)



Halol, Gujarat
(2017)



Chittoor, Andhra Pradesh
(2019)

MANUFACTURING FACILITIES (OVERSEAS)



COLOMBIA
SOUTH
AMERICA



Colombia, South America
1st International Plant (2017)



Dhaka, Bangladesh,
First Joint venture Plant,



Dhaka
BANGLADESH

A hand is shown reaching out and touching a glowing blue point on a stylized world map. The map is overlaid with a network of white lines and dots, representing global connectivity. The background is dark and blurred.

8000+ Touchpoints Across the
Globe

Operations in **40 Countries**

Combined capacity of these plants
Over **9.1 Million/Year**

R&D FACILITIES



**Global Parts Centre,
Neemrana (Rajasthan) 2014**
The highly-mechanized,
technologically-superior GPC is
the industry benchmark



**R&D Facility
2016**
Centre of Innovation &
Technology in Kukas, Jaipur
(Rajasthan)



**International R&D Facility
(2019)**
Munich, Germany

1 0 0 0 0 0 0 0 0

10 Crore Heroes



13 Products (9 Motorcycles & 4 Scooters)



HIST RY

HAS JUST BEEN CREATED

HERO MOTOCORP ROLLS-OUT THE 100 MILLIONTH TWO-WHEELER

MADE OF TRUST



WHEN EVERY BIT OF METAL THAT IS PUT IN
LASTS A LIFETIME



WHEN EVERY NEW TECHNOLOGY THAT IS DESIGNED
DELIVERS WHAT IT PROMISES



WHEN EVERY DROP OF FUEL IS
STRETCHED TO THE MAXIMUM



WHEN EVERY PARTNER WE WORK WITH
BECOMES FAMILY



WHEN EVERY RIDER UNFAILINGLY
REACHES HIS AND HER DESTINATION



WHEN THE DREAMS AND AMBITIONS OF
100 MILLION HEROES RIDE ON US



AND WHEN WE DELIVER TIME AND AGAIN,



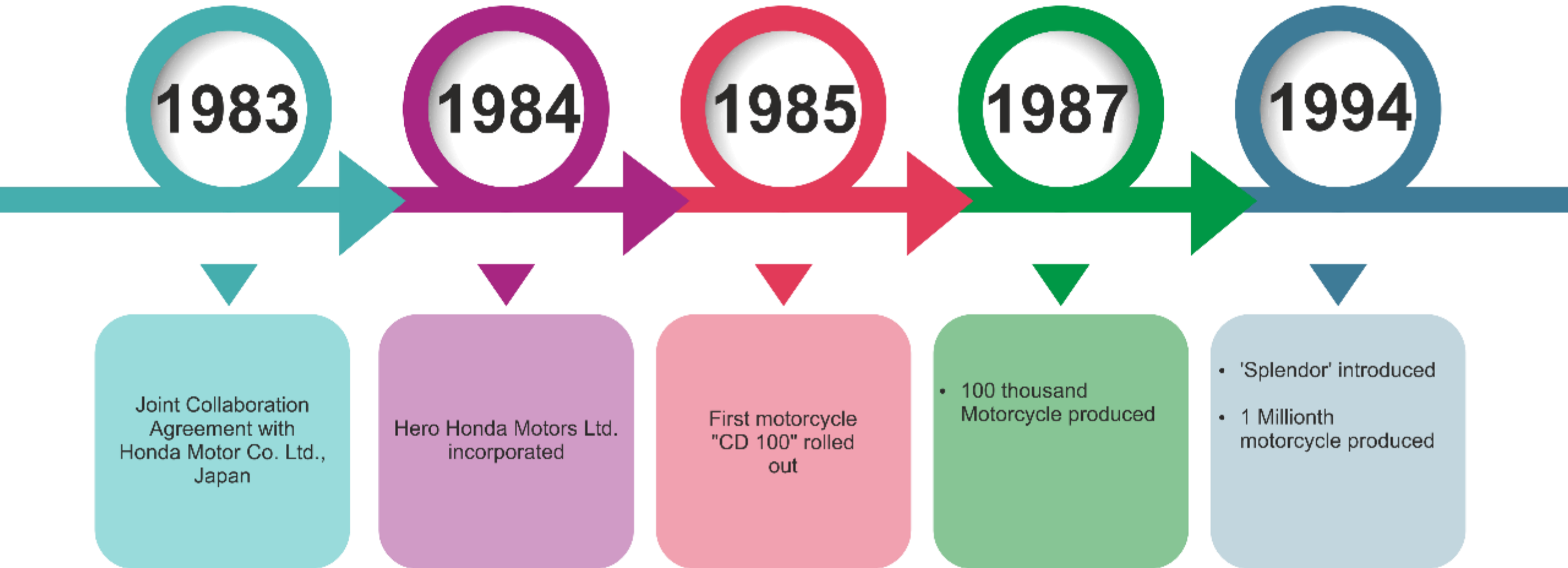
THEN WE KNOW WHAT WE ARE MADE OF...
MADE OF TRUST.

— DR PAWAN MUNJAL



MADE OF TRUST

MILESTONES ACHIEVED



MILESTONES ACHIEVED



2001

2003

2004

2008

2011

- Became World's No.1 Two Wheeler Manufacturer of the year
- 5 Millionth Motorcycle produced
- 1 Million production in a single year

First Indian Company to cross the cumulative 7 million sales mark

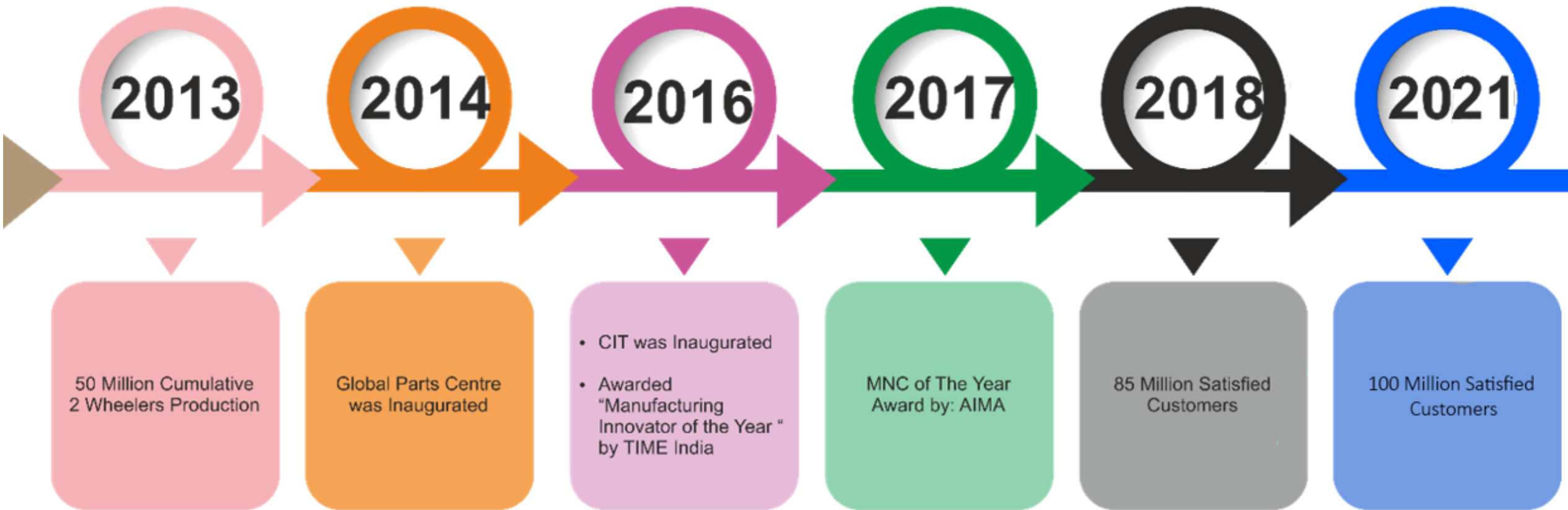
Splendor became The Best Selling Motorcycle for 3 consecutive year (2000, 2001, 2002)

Total Sales Crossed a record of 10 million Motorcycles

25 Million Production Milestone achieved


Hero MotoCorp was Established

MILESTONES ACHIEVED










6 STROKES OF HERO





Six Strokes of Hero



| | | |
|--|--|--|
|  <p>Standard across all variants</p> <p>Peace of Mind</p> |  <p>Including 6000+ World Class Gen Nxt Workshops</p> <p>Convenience</p> |  <p>Heros</p> <p>Trust</p> |
|  <p>World's Largest 2W Manufacturer for 20 Years in a Row</p> <p>Pride</p> |  <p>5 Free Services upto 15 months</p> <p>Value For Money</p> |  <p>World's Largest Customer Relationship Management Program in 2W Industry</p> <p>Customer Focus</p> |

HERO GOODLIFE “LEGACY” Of 2 Decades



1.8 Crore+
Gifts Redeemed



**Family of
3.9 Crore Members**
over the last 20 years



10,715 Crore
Points Awarded



Remarkable Rewards

- Welcome rewards – Online shopping Offers worth up to INR 4800/-
- Welcome Bonus Points
- Multiple Milestone Redemption Options like Gifts, Hero Sales and Service Vouchers, online Gift Vouchers
- Up to 4500 Bonus points for Referral, 9000 for Self-referral (upgrade)
- Progressive tier-based earning on Service spends
- Service Continuity bonus



Striking Benefits

- Attractive 2-wheeler financing offer
- Personal accidental death Insurance cover of up to INR 2 Lakhs



Priceless Privileges

- Free Express Service, Free Nitrogen Fill, Free Vehicle Wash*
- Exclusive 50% discount on Paint Protection*
- Attractive discount on Accessories & Merchandise
- Discount on Value Added Services & exclusive Joyride package benefits
- 50% discount on First Paid Service after Renewal

*Refer to T&C



Extraordinary Experiences

- Multiple Lucky Draw opportunities including a chance to win Hero 2W
- Invitation to Virtual Engagements and Customer Campaigns
- Special Offers on Biking Expeditions
- Attractive Online Partner Offers

3 DIFFERENT CLUB MEMBERSHIPS



SILVER

299/-



Joining Bonus Points equal to membership fee - 299



Mode of Enrollment – Online/Offline



Online Shopping Offers worth INR 1200



Insurance – INR 1 Lakh for 1 Year



Joining Bonus Points equal to membership fee - 399



Mode of Enrollment – Online/Offline



Online Shopping Offers worth INR 2400



Insurance – INR 2 Lakh for 1 Year

GOLD

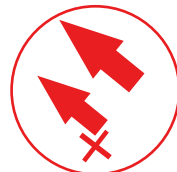
399/-

PLATINUM

499/-



Joining Bonus Points equal to membership fee - 499



Mode of Enrollment – Online/Offline



Online Shopping Offers worth INR 4800



Insurance – INR 2Lakh for 1 Year



Hero Motocorp Adjudged **‘Indian MNC of The Year 2017’** By The All India Management Association





Hero MotoCorp CMD
Dr. Pawan Munjal receiving
the Indian Motorcycle of
the Year 2020 Award for
Hero Xpulse 200

Hero in sport

GOLF



Hockey

Hero

HOCKEY WORLD LEAGUE

Delhi





Hero
CPL T20
Caribbean Premier League

Cricket



Hero
CPL T20
Caribbean Premier League

Hero





Football

Extended support to U-17 World Cup Football Team India

Dakar Rally



JOAQUIM
RODRIGUES



C.S. SANTOSH



ORIOl MENA





Ride Safe India



- Our flagship road safety initiative program .

Humari Pari & E2



- Recognizes ability of girls to become the agents of societal change.
- Benefits over 1,20,000 underprivileged adolescent girls.

Happy Earth



- The Happy Earth programme is a journey to protect, conserve, restore and optimally use environmental resources.

Hero Plantathon



- Hero Plantathon is a tree plantation initiative by Hero MotoCorp **to reduce the hazardous levels of air pollution.**

Community Care



- Project Arogya - Healthcare Projects Including Health Camps And Mobile Medical Van
- Mission We Care - Winter Rescue of Street-dwellers during Natural Calamities

Digi Aware



- We are actively campaigning on social media through Facebook, YouTube etc. During EURO 2016 and Rio Olympic we showed safety awareness short films on TV.
- We received 4.35+ crores views on social media for Ride Safe Awareness.



THANK YOU