

Power to the YOUTH



An Increasingly YOUNGER WORLD



The youth population in many parts of the world today is expected to grow at a steady pace over the next few decades. This demographic dividend presents the potential for a 'New Generation of Hope', contributing to a happy, healthy and prosperous future for all.





This trend is of particular significance for Hero MotoCorp, as several of our 37 global markets are expected to witness this growth spurt in the youth population.

This is an opportunity for the Company to play the role of a catalyst in empowering the youth to realize their dreams and aspirations by providing them modern, technologically superior and eco-friendly mobility solutions.



Investing in TOMORROW

The global youth today is aspirational, experimental, innovative, agile and enterprising – the same traits that characterize Hero MotoCorp as well. It has always been the Company's strategic approach to focus on tomorrow's customers that has enabled it to stay ahead of youth trends, thereby remaining the preferred choice of millions for decades.



A YOUTHFUL Outlook

As a young and youthful enterprise, we connect with today's youth and their aspirations by understanding their mobility needs that range from independence, ease, thrill and style to affordability, reliability and durability.



Every single day, Hero MotoCorp engineers and executives across different functions are relentlessly engaged in developing new mobility solutions that appeal to not only the existing generation but also future ones.

Our teams spread across various functions, such as design, research and development, styling, engineering, accessories and sales and marketing are driven by the singular agenda of being a source of Power to the Youth!



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Disclaimer

In this Annual Report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements written and oral that we periodically make, contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried, wherever possible, to identify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes' and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

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Power to the YOUTH



The world's largest two-wheeler manufacturer for
18 consecutive years and counting.



CIT, Jaipur

Hero MotoCorp is the dominant leader in the world's largest two-wheeler market, India. At the same time, it has also rapidly expanded its global footprint to 37 countries across Asia, Africa and South and Central America.

Manufacturing a New Product EVERY TWO SECONDS!



Investing in Research and Development Over US \$100 Million

We have seven globally-benchmarked manufacturing facilities, including five in India and one each in Colombia and Bangladesh, with a combined installed capacity of around nine million units of two-wheelers per annum. This capacity will go up to 11 million units, once our eighth manufacturing facility in the southern Indian state of Andhra Pradesh becomes operational.

Our state-of-the-art, world class, Research and Development (R&D) centre, the Centre of Innovation and Technology (CIT) puts us in the league of globally benchmarked powerhouses of research, design and development.

With the objective of building a robust R&D ecosystem that is spread across global geographies, we also set-up the Hero Tech Center Germany GmbH (HTCG). The HTCG – set up in FY'19 – will supplement the ongoing work at CIT, and will also be the home of Hero MotoSports Team Rally.

Hero MotoCorp has sold over 90 million motorcycles and scooters in cumulative sales so far.



**Over 9000 Customer
Touch-Points across the Globe**

Expansive, New-Age Network of Customer Touch-Points

The Company reaches out to its customers through an extensive distribution network of more than 6500 touch points in the domestic market of India. In its Global markets, Hero has over 2500 touch points in a varied set-ups across different countries to match the operating formats of the respective local markets.

Our global reach



The Company is now in the process of upgrading its customer-facing facilities to make every customer visit - a 'WOW' experience, by offering unmatched ambience, service and processes.

Youthful Product Portfolio

The wide-ranging product portfolio of Hero MotoCorp across segments is known globally for reliability, durability and efficiency. Splendor continues to be the largest selling two-wheeler made in India, while other motorcycle brands from the Hero stable – such as Glamour, Passion, Ignitor, Xtreme 200 and Hunk – continue to be popular among the youth in various parts of the world.

The recently-launched new products - the X-Pulse 200, X-Pulse 200T and the Xtreme 200S motorcycles - add to the increasingly premium brand image of Hero MotoCorp by offering style, convenience and technology, in addition to the core attributes of the Hero brand.