

Hero



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HERO MOTOR CORP

- Hero Motocorp is a global leader in the two-wheeler industry, headquartered in New Delhi, India. It's the world's largest manufacturer of motorcycles and scooters. The company was founded in 1984 and has a strong focus on innovation, sustainability, and social responsibility.
- Hero MotoCorp earlier also known as "Hero Honda" is one of India's first motorcycle manufacturers. The company started in 1984 as a Technological collaboration hero was selling Cycles under the brand name. hero Cycles. In 2011, honda group sold its 26% stake in the company to the munjals {promoters} and ended the JV. post the termination of JV, the name of the company was changed to Hero MotoCorp.

Key Highlights:

- Here's a more detailed look at Hero Motocorp:
- Global Leader: Hero MotoCorp is the world's largest manufacturer of motorcycles and scooters, producing over 60 lakh two-wheeler annually.
Extensive Reach: The company has a presence in over 40 countries, serving millions of customers worldwide
- Strong Manufacturing Base: hero MotoCorp has multiple manufacturing facilities in India and other countries. with a network of over 6,000 dealerships and service points across India.

Objectives

- Commitment to Innovation: hero MotoCorp is investing in emerging mobility solutions, including its VIDA brand for electric vehicles and groundbreaking innovations like the surge S32.
- Sustainability Focus: hero company is committed to environmental sustainability. achieving zero waste-to-landfill and water positivity
- Social Responsibility: hero MotoCorp is involved in various social initiatives. including road safety, awareness . education and community empowerment.

Products & brands

- Premium segment :Karizma XMR, Harley Davidson X440, MAVRICK 440. It has 7 Models in 2024. It has sports. Adventure, Roadster bikes. The Premium segment contributed -25% to the revenue mix Q37Y24.
- Brand Association:
- HARLEY DAVIDSON, MAVRICK, XPLUSE, XTREME.

ESTABLISHED BRANDS AND AMRKET SHARE

- It is the world's largest manufacturer of 2 Wheelers, in terms of unit volumes sold by a single company in a calendar year. for more than 2 decades. The overall market. share of the co. in the Indian motorcycle market is 48% and in the two-wheeler segment stand at 34 % as of FY22.
- The company has some strong brands under its names like Splendor, passion, Glamour in the bike segment and like Pleasure, Maestro in the scooter segment and others, etc.

COLLABORATION WITH HARLEY DAVIDSON

- in 2020, co. decided to collaborate with Harley-Davidson, to develop and sell premium products under the H-D brand name. Co. has inducted 11 dealers of Harley-Davidson. the company sold-4,000 units in Dec 23 and plans to increase to 10.000/month for 440cc models and Karizma
- Electric vehicle
- Company has a network in 100+ cities with 850+ stations and 2000+ charging points. Hero has the largest charging network in the country for 2Wheeler

HERO FINCORP

Financing of vehicles through hero fincorp

- hero fincorp is the financing division of the co.. and its share in total financing is 41%. in Q4FY22, 54% of the vehicles were financed by hero fincorp. Hero Fincorp recently raised 2,000 crore in growth capital, which will help it expand its reach and offering and drive two wheeler sale.
- Subsidiaries & Associates: As of March 2022, co. has 6 subsidiaries including step down subsidiaries and 2 associate companies

SHAREHOLDING PATTERN

- In Dec 23, company increased its shareholding in its associate company Ather Energy private Limited for -Rs. 140 crs. Post the purchase of additional shares, HMCL's share holding in Ather would increase to 39.7%
- Strategic Partnership
- co. entered into a strategic partnership with Gogoro inc to accelerate the shift from fuel based mobility to sustainable electric mobility in India.
- Focus: the company is currently focusing on premium segment, building EV leadership and being completely digital.