

PROJECT REPORT

“STUDY OF MARKETING OVERSEAS OF HERO-MOTORS”

**Submitted to
G.S. College of Commerce & Economics
Nagpur**

**In Partial Fulfillment for the Award of the Degree Of

Bachelor of Business Administration**

**Submitted by

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**Under The Guidance of
Dr. Afsar Sheikh**

G.S College Of Commerce & Economics, Nagpur

Academic Year 2021-22



G.S College of Commerce & Economics, Nagpur



Academic year 2021-2022

CERTIFICATE

This is to certify that “**Miss Mahima Bhagwat**” has submitted the project report titled “**A Study of Marketing Overseas of Hero-Motors** ”towards partial fulfillment of **Bachelor Of Business Administration** degree examination. This has not course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

Dr. Afsar sheikh
(Project Guide)

Dr. Afsar Sheikh
(Co-ordinator)

Place: Nagpur

Date:

G.S College Of Commerce & Economics, Nagpur



Academic Year 2021-22

DECLARATION

I here-by declare that the project with title “**Study Of Marketing Overseas Of Hero-Motor**” has been completed by me in partial fulfillment of **Bachelor Of Business Administration** degree examination as prescribed by **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur** and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Mahima Bhagwat



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. N. Y. Khandait, Principal, G.S College Of Commerce & Economics, Nagpur.**

I am extremely thankful to my project guide **Dr. Afsar sheikh** for his guideline throughout the project. I tender my sincere regards to coordinator,

Dr. Afsar sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Mahima Bhagwat

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CHAPTER 1
INTRODUCTION

CHAPTER I

INTRODUCTION

INTRODUCTION TO MARKETING

Marketing is the process used to determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves.

Marketing is used to identify the customer, satisfy the customer, and keep the customer. With the customer as the focus of its activities, marketing management is one of the major components of business management. Marketing evolved to meet the stasis in developing new markets caused by mature markets and overcapacities in the last 2-3 centuries. The adoption of marketing strategies requires businesses to shift their focus from production to the perceived needs and wants of their customers as the means of staying profitable.

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.

Marketing is further defined by the AMA as "an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. "The term developed from an original meaning which referred literally to going to a market to buy or sell goods or services. Seen from a systems point of view, sales process engineering marketing is "a set of processes that are interconnected and interdependent with other functions, whose methods can be improved using a variety of relatively new approaches."

The Chartered Institute of Marketing defines marketing as "the management process responsible for identifying, anticipating and satisfying customer requirements profitably. "A different concept is the value-based marketing which states the role of marketing to contribute to increasing share holder value.

In this context, marketing is defined as "the management process that seeks to maximize returns to shareholders by developing relationships with valued customer's and creating a competitive advantage.

Marketing practice tended to be seen as a creative industry in the past, which included advertising, distribution and selling. However, because the academic study of marketing makes extensive use of social sciences, psychology, sociology, mathematics, economics, anthropology and neuroscience, the profession is now widely recognized as a science, allowing numerous universities to offer Master-of- Science (MSc) programs.

The overall process starts with marketing research and goes through market segmentation, business planning and execution, ending with pre- and post-sales promotional activities. It is also related to many of the creative arts. The marketing literature is also adept at re-inventing itself and its vocabulary according to the times and the culture.

Browne (2010) reveals that supermarkets intensively research and study consumer behavior, spending millions of dollars. Their aim is to make sure that shoppers leave spending much more than they originally planned. 'Choice' examined the theory of trolleyology finding that many shoppers instinctively look to the right when they're in the supermarket. Supermarkets prey on this biological trait by positioning many expensive impulse buying products to the right of the checkout. These products consist of the latest DVDS, magazines, chocolates, expensive batteries and other tempting products that wouldn't normally be thought of. Supermarkets move products around to confuse shoppers, the entry point is another marketing tactic. Consumer psychologist Dr. Paul Harrison (cited in Browne, 2010) states that supermarkets are constantly using different methodologies of selling. One method is performing regular overhauls changing the locations of products all around to break habitual shopping, and break your budget. Harrison also contends that people who are shopping in a counter clockwise direction are likely to spend more money than people shopping in a clockwise direction.

Consumer psychologists (cited in Browne, 2010) reported that most people write with their right hand. thus it is a biological trait that people have the tendency of veering to the right when shopping, it is understood that supermarkets capitalize on this fact.

MARKETING STRATEGY

Marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Plans and objectives are generally tested for measurable results. Commonly, marketing strategies are developed as multi-year plans. with a tactical plan detailing specific actions to be accomplished in the current year. Time horizons covered by the marketing plan vary by company, by industry, and by nation, however, time horizons are becoming shorter as the speed of change in the environment increases. Marketing strategies are dynamic and interactive. They are partially planned and partially unplanned. See strategy dynamics.

Marketing strategy involves careful scanning of the internal and external environments. Internal environmental factors include the marketing mix, plus performance analysis and strategic constraints. External environmental factors include customer analysis, competitor analysis, target market analysis, as well as evaluation of any elements of the technological, economic, cultural or political/legal environment likely to impact success. A key component of marketing strategy is often to keep marketing in line with a company's overarching mission statement.

Once a thorough environmental scan is complete, a strategic plan can be constructed to identify business alternatives, establish challenging goals, determine the optimal marketing mix to attain these goals, and detail implementation. A final step in developing a marketing strategy is to create a plan to monitor progress and a set of contingencies if problems arise in the implementation of the plan.

: HERO MOTOCORP - HISTORY

Hero MotoCorp (BSE: 500182, NSE: HEROMOTOCO) formerly Hero Honda is a motorcycle and scooter manufacturer based in India. Hero Honda started in 1984 as a joint venture between Hero Cycles of India and Honda of Japan. The company is the largest two-wheeler manufacturer in India. The 2006 Forbes 200 Most Respected companies list has Hero Honda Motors ranked at 108.

In 2010, When Honda decided to move out of the joint venture. Hero Group bought the shares held by Honda. Subsequently, in August 2011 the company was renamed Hero MotoCorp with a new corporate identity. The new brand identity and logo, Hero MotoCorp, was developed by the London firm Wolff Olins. The logo was revealed on 9 August 2011 in London, the day before the third test match between England and India.

Hero MotoCorp can now export to Latin America, Africa and West Asia. Hero is free to use any vendors for its components instead of just Honda-approved vendors. Hero MotoCorp two-wheelers have been on Indians roads since 1984 when Hero MotoCorp Cycles Ltd. Tied up with Honda Motor Company to start a joint venture. Today, Hero MotoCorp is taken to be the world's largest two-wheeler manufacturer.

Chapter 2

COMPANY PROFILE

CHAPTER II

COMPANY PROFILE

“Hero” is the brand name used by the Munjal brothers for their flagship company Hero Cycles Ltd. A joint venture between the Hero Group and Honda Motor Company was established in 1984 as the Hero Honda Motors Limited At Dharuhera India, Munjal family and Honda group both own 26% stake in the Company. In 2010, it was reported that Honda planned to sell its stake in the venture to the Munjal family.

During the 1980s, the company introduced motorcycles that were popular in India for their fuel economy and low cost. A popular advertising campaign based on the slogan 'Fill it Shut it Forget it' that emphasize the motorcycle's fuel efficiency helped the company grow at a double-digit pace since inception.

The technology in the bikes of Hero Honda for almost 26 years (1984-2010) has come from the Japanese counterpart Honda Hero MotoCorp has three manufacturing facilities based at Dharuhera, Gurgaon in Haryana and at Haridwar in Uttarakhand. These plants together are capable of churning out 3 million bikes per year. Hero MotoCorp has a large sales and service network with over 3,000 dealerships and service points across India. Hero Honda has a customer loyalty program since 2000, called the Hero Honda Passport Program.

The company has a stated aim of achieving revenues of \$10 billion and volumes of 10 million two-wheelers by 2016-17. This in conjunction with new Countries where they can now market their two-wheelers following the disengagement mom Honda, Hero MotoCorp hopes to achieve 10 per cent of their revenues from national markets, and they expected to launch sales in Nigeria by end-2011 or y-2012. In addition, to cope with the new demand over the coming half decade, the company was going to build their fourth factory in South India and their fifth factory in Western India. There is no confirmation where the factories would be built. Hero MotoCorp was started in 1984 as Hero Honda Motors Ltd.

- 1956 -- Formation of Hero Cycles in Ludhiana(majestic auto limited)
- 1975 -- Hero Cycles becomes largest bicycle manufacturer in India.
- 1983 -- Joint Collaboration Agreement with Honda Motor Co. Ltd. Japan signed
Shareholders Agreement signed
- 1984 -- Hero Honda Motors Ltd. incorporated
- 1985 -- Hero Honda motorcycle CD 100 launched.
- 1989 -- Hero Honda motorcycle Sleek launched.
- 1991 -- Hero Honda motorcycle CD 100 SS launched.
- 1994 -- Hero Honda motorcycle Splendor launched.
- 1997 -- Hero Honda motorcycle Street launched.
- 1999 -- Hero Honda motorcycle CBZ launched.
- 2001 -- Hero Honda motorcycle Passion and Hero Honda Joy launched.
- 2002 -- Hero Honda motorcycle Dawn and Hero Honda motorcycle Ambition launched.
- 2003 -- Hero Honda motorcycle CD Dawn, Hero Honda motorcycle Splendor, Hero Honda motorcycle Passion Plus and Hero Honda motorcycle Karizma launched.
- 2004 -- Hero Honda motorcycle Ambition 135 and Hero Honda motorcycle CBZ* launched.
- 2005 -- Hero Honda motorcycle Super Splendor, Hero Honda motorcycle CD Deluxe, Hero Honda motorcycle Glamour, Hero Honda motorcycle Achiever and Hero Honda Scooter Pleasure.
- 2007 -- New Models of Hero Honda motorcycle Splendor NXG, New Models of Hero Honda motorcycle CD Deluxe, New Models of Hero Honda motorcycle Passion Plus and Hero Honda motorcycle Hunk launched.
- 2008 -- New Models of Hero Honda motorcycles Pleasure, CBZ xtreme, Glamour, Glamour Fi and Hero Honda motorcycle Passion Pro launched.
- 2009 -- New Models of Hero Honda motorcycle Karizma: Karizma - ZMR and limited edition of Hero Honda motorcycle Hunk launched
- 2010 -- New Models of Hero Honda motorcycle Splendor Pro and New Hero Honda motorcycle Hunk and New Hero Honda Motorcycle Super Splendor launched.

- 2011 -- New Models of Hero Honda motorcycles Glamour, Glamour Fl. CBZ Xtreme, Karizma launched.
- November 2011 -- Hero launched its first ever Off Road Bike Named Hero "Impulse".
- August 2011 -- Hero and Honda part company, thus forming Hero MotoCorp and Honda moving out of the Hero Honda joint venture.

TERMINATION OF HONDA JOINT VENTURE

In December 2010, the Board of Directors of the Hero Honda group have decided to terminate the joint venture between Hero Group of India and Honda of Japan in a phased manner. The Hero Group Would buy out the 26% stake of the Honda in JV Hero Honda. Under the joint venture Hero Group could not export to international markets (except Sri Lanka) and the termination would mean that Hero Group can now export. Since the beginning, the Hero Group relied on their Japanese partner Honda for the technology in their bikes. So there are concerns that the Hero Group might not be able to sustain the performance of the Joint Venture along.

THE MARKET LEADER

Today Hero MotoCorp has managed to achieve indigenization of over 95% , a Hero MotoCorp record worldwide. Hero MotoCorp is at present the largest selling Indian motorcycle and the most fuel-efficient in its category-the outcome of Hero Group's foresight and another classic examples of how the group strives to provide the customer with excellence and satisfaction.

Hero MotoCorp became the first company to introduce four stoke motorcycles and set the standard for fuel efficiency. pollution control and quality. It has an excellence distribution and service network spread throughout the country. Hero MotoCorp is the market leader in motorcycles, with sales of over 2 million motorcycles and a strong market share of 48% during 2003-04.

CUSTOMER-CENTRIC

The company's success has been driven by centric policies and teamwork to achieve progress and productivity. The philosophy of Hero MotoCorp emphasizes "Pursuit of excellence" in designing and manufacturing technologically and qualitatively superior product in creating value for its stakeholder. It takes care of its customer through value based competitive pricing and good after sales service.

The company launched a new 100 cc model "Passion" in January 2001. The Motorcycle is focused on style and contemporary design, compared to the company's earlier motorcycles that were focused on utility and /or style. "Passion" has received excellent response from the market and has established itself well, either sales reaching a level of 19000 units In March 2001, within just three months of its launch.

In April 2002. another 100 cc model "joy" was launched successfully .its focus is on better styling and improved riding comfort

HERO MOTOCORP 'S MISSION

Hero MotoCorp's mission is to strive for synergy between technology, systems and human resources, to produce product and services that meet the quality, performance and price aspiration of its customers. At the same time maintain the highest standard of ethics and social responsibilities.

This mission what drives Hero MotoCorp to new heights in excellence and helps the organization for a unique and mutually beneficial relationship with all its stake holders

HERO MOTOCORP'S MANDATE

Hero MotoCorp is a world leader because of its excellent manpower, proven management, extensive dealer network, efficient supply chain and world-class product with cutting edge technology from Honda Motor Company, Japan. The teamwork and commitment are manifested in the highest level of customer satisfaction and this goes a long way towards reinforcing its leadership status.

COMPANY PERFORMANCE

During the fiscal year 2008-09, the company sold 3.7 million bikes, a growth of 12% over last year. In the same year, the company had a market share of 57% in the Indian market. Hero Honda sells more two wheelers than the second, third and fourth placed two-wheeler companies put together." Hero Honda's bike Hero Honda Splendor sells more than one million units per year.

RECOGNITION

Logo of Hero Honda, as the company was known till Aug. 2011. The Brand Trust Report published by Trust Research Advisory has ranked Hero Honda in the 13th position among the brands in India.

MOTORCYCLE MODELS

- Xtreme 160R
- Xpluse 200
- Xpluse 200T
- Destini 125
- Achiever
- Ambition 133, Ambition 135
- CBZ. CBZ Star, CBZ Xtreme
- CD 100, CD 100 SS. CD Dawn, CD Deluxe, CD Deluxe (Self Start)
- Glamour, Glamour F.1
- Hunk
- Karizma, Karizma R, Karizma ZMR FI
- Passion. Passion+, Passion Pro
- Pleasure, pleasure+
- Splendor, Splendor+, Splendor+ (Limited Edition), Super Splendor, Splendor
- NXG, Splendor PRO

SUPPLIERS

It is reported Hero Honda has five joint ventures or associate companies, Munjal Showa, AG Industries, Sunbeam Auto, Rockman Industries and Satyam Auto Components, that supply a majority of its component

MILESTONES

1983

Joint Collaboration Agreement with Honda Motor Co. Ltd. Japan signed Shareholders Agreement signed

1984

Hero Honda Motors Ltd. Incorporated

1985

First motorcycle "CD 100" rolled out

1987

100,000th motorcycle produced

1989

New motorcycle model - "Sleek" introduced

1991

New motorcycle model - "CD 100 SS" introduced 500,000th motorcycle produced

1992

Raman Munjal Vidya Mandir inaugurated - A School in the memory of founder Managing Director, Mr. Raman Kant Munjal

1994

New motorcycle model - "Splendor" introduced 1,000,000th motorcycle produced

1997

New motorcycle model - "Street" introduced Hero Honda's 2nd manufacturing plant at Gurgaon inaugurated

1998

2,000,000th motorcycle produced

1999

New motorcycle model - "CBZ" introduced Environment Management System of Dharuhera Plant certified with ISO-14001 by DNV Holland Raman Munjal Memorial Hospital inaugurated - A Hospital in the memory of founder Managing Director, Mr. Raman Kant Munjal

2000

4,000,000th motorcycle produced Environment Management System of Gurgaon Plant certified ISO-14001 by DNV

Holland Splendor declared 'World No. 1' - largest selling single two-wheeler model "Hero Honda Passport Programmed" - CRM Programmed launched

2001

New motorcycle model - "Passion" introduced One million production in one single year New motorcycle model "Joy" introduced 5,000,000th motorcycle produced

2002

New motorcycle model - "Dawn" introduced New motorcycle model - "Ambition" introduced Appointed Virender Sehwal, Mohammad Kaif, Yuvraj Singh, Harbhajan Singh and Zaheer Khan as Brand Ambassadors 2003

Becomes the first Indian Company to cross the cumulative 7 million sales mark Splendor has emerged as the World's largest selling model for the third calendar year in a row (2000, 2001, 2002)

New motorcycle model - "CD Dawn" introduced

New motorcycle model - "Splendor +" introduced

New motorcycle model "Passion Plus" introduced

New motorcycle model - "Karizma" introduced

2004

New motorcycle model - "Ambition 135" introduced

Hero Honda became the World No. 1 Company for the third consecutive year

Crossed sales of over 2 million units in a single year, a global record.

Splendor - World's largest selling motorcycle crossed the 5 million mark

New motorcycle model - "CBZ*" introduced

Joint Technical Agreement renewed

Total sales crossed a record of 10 million motorcycles

2005

Hero Honda is the World No. 1 for the 4th year in a row

New motorcycle model "Super Splendor" introduced

New motorcycle model - "CD Deluxe" introduced

New motorcycle model - "Glamour" introduced

New motorcycle model - "Achiever" introduced

First Scooter model from Hero Honda - "Pleasure" introduced

2006

Hero Honda is the World No. 1 for the 5th year in a row 15 million production milestone achieved

2007

Hero Honda is the World No. 1 for the 5th year in a row 15 million production milestone achieved

Hero Honda is the World No. 1 for the 6th year in a row New 'Splendor NXG' launched

New 'CD Deluxe' launched

New 'Passion Plus' launched

New motorcycle model 'Hunk' launched

20 million production milestone achieved

2008

Hero Honda Haridwar Plant inauguration

New 'Pleasure' launched

Splendor NXG launched with power start feature

New motorcycle model 'Passion Pro' launched

New 'CBZ Xtreme' launched

25 million production milestone achieved

CD Deluxe launched with power start feature

New 'Glamour' launched

New 'Glamour Fi' launched

2009

Hero Honda Good Life Program launched Hunk' (Limited edition) launched

Splendor completed 11 million production landmark

New motorcycle model 'Karizma - ZMR' launched

Silver jubilee celebrations

2010

New model Splendor Pro launched

Launch of new Super Splendor and New Hunk

2011

New licensing arrangement signed between Hero and Honda

Launch of new refreshed versions of Glamour, Glamour FI, CBZ Xtreme, Karizma

Crosses the landmark figure of 5 million cumulative sales in a single year

AWARDS

2011

Two-wheeler Manufacturer of the Year award by Bike India magazine.

Adjudged the "Bike Manufacturer of the Year" at the Economic Times ZigWheels

Car and Bike Awards.

CNBC Awaaz - Storyboard special commendation for "Effective rebranding of a new corporate entity" by CNBC Awaaz Consumer Awards

"Most Recommended Two-Wheeler Brand of the Year" award by CNBC Awaaz Consumer Awards

. Colloquy Loyalty Awards "Innovation in Loyalty Marketing International 2011" for Hero Good Life

. **"Best Activity Generating Short or Long-Term Brand Loyalty"** by the

Promotion Marketing Award of Asia Order of Merit for Hero Good Life -Ranked No 1 brand in the Auto (Two-Wheelers) category in the Brand Equity **"Most Trusted Brand"2011** survey

2010

Rated as Top Indian Company in Automobile - Two Wheelers sector by Dun & Bradstreet - Rolta Corporate Awards 2009 Most Preferred Brand of Two-Wheelers" award at the CNBC Awaaz Consumer

Awards

Adjudged at top of the two-wheeler category in the Brand Equity Most Trusted Brands 2010 Survey.

Ranked No. 3 Most Trusted Brand across categories amongst Young Adult Males Company of the Year awarded by Economic Times Awards for Corporate Excellence 2008-09.

CNBC TV18 Overdrive Awards 2010 'Hall of Fame' to Splendor

NDTV Profit Car & Bike Awards 2010

- Two-wheeler Manufacturer of the Year

- CNBC Viewers' Choice Two-wheeler of the Year (Karizma ZMR)

- Bike Maker of the Year by ET-ZigWheels Car & Bike of the Year Awards

2009

Two-wheeler Manufacturer of the Year' by NDTV Profit Car & Bike Awards

2009 and Passion Pro adjudged as CNB Viewers' Choice two-wheeler

Top Indian Company under the 'Automobile - Two-wheelers' sector by the **Dun & Bradstreet-Rolta Corporate Awards** Won Gold in the Reader's Digest Trusted Brand 2009 in the 'Motorcycles' category

NDTV Profit Business Leadership Awards 2009 - two-wheeler category

2008

NDTV Profit Business Leadership Award 2008 - Hero Honda Wins the Coveted

NDTV Profit Business Leadership Award 2008"

Top Gear Design Awards 2008 - Hunk Bike of the Year Award

NDTV Profit Car India & Bike India Awards - NDTV "Viewers' Choice Award" to Hunk in Bike category **India Times Mindscape and Savile Row (A Forbes Group Venture) Loyalty Awards - "Customer and Brand Loyalty Award" in Automobile (two-wheeler) sector**

Asian Retail Congress Award for Retail Excellence (Strategies and Solutions of business innovation and transformation) - Best Customer Loyalty Program in Automobile category

NDTV Profit Car India & Bike India Awards – Bike Manufacturer of the year

Overdrive Magazine - Bike Manufacturer of the year

TNS Voice of the Customer Awards:

- No.1 executive motorcycle Splendor NXG
- No.1 standard motorcycle CD Deluxe
- No. premium motorcycle CBZ Xtreme

2007

The NDTV Profit Car India & Bike India Awards 2007 in the following category:

- Overall "Bike of the Year" - CBZ Xtreme
- "Bike of the Year" - CBZ Xtreme (up to 150 cc category)
- Bike Technology of the Year" - Glamour PGM FI

"Auto Tech of the Year" - Glamour PGM FI by Overdrive Magazine.

"Bike of the Year"- CBZ Xtreme by Overdrive Magazine.

Ranked CBZ Xtreme "Bike of the Year" - by B S Motoring Magazine

"Most Trusted Company" , by TNS Voice of the Customer Awards 2006.

CD Deluxe rated as "No 1 standard motorcycle" by TNS Voice of the Customer

Awards 2006.

2006

Adjudged 7th Top Indian Company by Wallstreet Journal Asia (Top Indian Two Wheeler Company).

One of the 8 Indian companies to enter the Forbes top 200 list of world's most reputed companies.

No. 1 in automobile industry by TNS Corporate Social Responsibility Award.

Best in its class awards for each category by TNS Total Customer Satisfaction

Award 2006 :

- Splendor Plus (Executive)
- CD Deluxe (Entry)
- Pleasure (Gearless Scooters)

Splendor & Passion- Top two models in two wheeler category by ET Brand Equity Survey 2006.

Adjudged 7th Top Indian Company by Wallstreet Journal Asia (Top Indian Two Wheeler Company).

Top Indian company in the Automobile- Two Wheeler sector by Dun & Bradstreet - American ExpreNs Corporate Awards 2006.

Hero Honda Splendor rated as India's most preferred two-wheeler brand at the Awaaz Consumer Awards 2006.

Certificate of Export Excellence for outstanding export performance during 2003-04 for two-wheeler & three- wheelers- Complete (Non SSI) by Engineering Export

Promotion Council.

The NDTV Profit Car India & Bike India Awards 2006 in the following

- Bike Maker of the Year
- Bike of the Year Achiever
- Bike of the Year - Achiever (up to 150 cc category)
- Bike of the Year - Glamour (up to 125 cc category)
- NDTV Viewers' Choice Award to Glamour in the bike category

2005

Awaaz Consumer Awards 2005 - India's most preferred two-wheeler brand by CNBC in the 'Automobiles' category.

Bike Maker of the Year Award by Overdrive Magazine.

ICWAI National Award for Excellence (Second) in Cost Management 2004 in the private sector category by ICWAI. 10th Motilal Oswal Wealth Creator Award for as the most consistent wealth creator for the period 1991-2005.

2004

Winner of the Review 200 - Asia's Leading Companies Award (3rd Rank amongst the top 10 Indian companies).

GVC Level 1 (Highest Rating) by CRISIL for corporate Governance.

Adjudged as the Best Value Creator - Large Size Companies 2003-04 by The Outlook Money.

Corporate Excellence Award 2004 by Indian Institute of Materials Management.

Adjudged as the Organization with Innovative HR Practices by HT Power Jobs for

HR Excellence.

ICSI National Award for Excellence in Corporate Governance 2004 by The Institute of Company Secretaries of India.

2003

Winner of the Review 200 - Asia 's Leading Companies Award (3rd Rank amongst the top 10 Indian companies).

Most Respected Company in Automobile Sector by Business World.

Bike Maker of the Year by Overdrive Magazine.

2002

Bike Maker of the Year by Overdrive Magazine.

Winner of the Review 200 - Asia 's Leading Companies Award (4th Rank amongst The top 10 Indian companies).

Company of the Year of ET Awards for Corporate Excellence.

Ranked 4th in Overall Best Managed Company' category, ranked 3rd in Best

Financial Management' and Best Operational Efficiency category, ranked 6th in

Overall Best Investor Relations' category, by Asiamoney.

Highest Wealth Creating Company of the Year Award by the Money.

GVC Level I (Highest Rating) by CRISIL for Corporate Governance.

2001

Bike Maker of the Year by Overdrive Magazine.

Winner of the Review 200 - Asia 's Leading Companies Award (9h Rank amongst

the top 10 Indian Companies).

Winner of Three Leaves Award for showing Corporate Environment Responsibility in the Automobile Sector by Centre for Science & Environment.

1999

National Productivity Award for the Best Productivity Award in the category of Automobile & Tractor presented by Vice President of India.

1995

The Analyst Award 1995 presented to Hero Honda Motors Ltd. on being ranked 9th amongst the most investor rewarding companies in India.

National Award for outstanding contribution to the Development of Indian Small Scale Industry (NSIC Award - Presented by President of India).

1991

Economic Times-Harvard Business School Award for Corporate Performance to Hero Honda Motors Ltd.

KEY POLICIES

AN ENVIRONMENTALLY AND SOCIALLY ,AWARE COMPANY

At Hero MotoCorp, our goal is not only to sell you a bike, but also to help you every step of the way in making your world a better place to live in. Besides its will to provide a high-quality service to all of its customers, Hero MotoCorp takes a stand as a socially responsible enterprise respectful of its environment and respectful of the important issues

Hero MotoCorp has been strongly committed not only to environmental Conservation programs but also expresses the increasingly inseparable balance between the economic concerns and the environmental and social issues faced by a business. A business must not grow at the expense of mankind and man's future but rather must serve mankind.

We must do something for the community from whose land we generate our wealth."

A famous quote from our worthy Chairman Mr.Brijmohanl.lall Munjal.

ENVIRONMENT POLICY

We at Hero MotoCorp are committed to demonstrate excellence in our environmental performance on a continual basis, as an intrinsic element of our corporate philosophy.

To achieve this we commit our self:-

- Integrate environment attributes and cleaner production in all our business processes and practices with specific consideration to substitution of hazardous chemicals, where viable and strengthen the greening of supply chain.
- Continue product innovations to improve environmental compatibility.
- Comply with all applicable environment legislation and also controlling our environmental discharges through the principles of "alara" (as low as reasonably achievable).
- Institute resource conservation in particular, in the areas of oil, water, electrical energy. paints and chemicals.

- Enhance environment awareness of our employees and dealers/vendors, while promoting their involvement in ensuring sound environmental management.

QUALITY POLICY

Excellence in quality is the core value of Hero Honda's philosophy.

We are committed at all levels to achieve high quality in whatever we do. particularly in our products and services which will meet and exceed customer's growing aspiration through:

- Innovation in products, [rocesses and services]
- Teamwork and responsibility
- Continuous improvement in our total quality management systems.

SAFETY POLICY

Hero Honda is committed to safety and health of its employees and other persons who may be affected by its operations. We believe that the safe work practices lead to better business performance, motivated work force and higher productivity.

We shall create a safety culture in the organization by:

- Integration safety and health matters in all our activity.
- Ensuring compliance with all applicable legislative requirements.
- Empowering employees to ensure safety in their respective work place.
- Promoting safety and health awareness amongst employees, suppliers and contract

Continuous improvement in safety performance through precaution beside participation and training of employee's

CORPORATE SOCIAL RESPONSIBILITY (CSR)

STAKEHOLDER TIES AT THE GRASSROOTS

Hero MotoCorp Motors takes considerable pride in its stakeholder relationships. especially developed at the Company believes it has managed to bring an economically and socially backward region in Dharuhera, Haryana, into the national economic mainstream.

An Integrated Rural Development Centre has been set up on 40 acres of land along the Delhi-Jaipur Highway. The Centre-complete with wide approach roads, clean water, and education facilities for both adults and children-now nurtures a vibrant, educated and healthy community.

The Foundation has adopted various villages located within vicinity of the Hero MotoCorp factory at Dharuhera for integrated rural development.

THIS INCLUDES:

Installation of deep bore hand pumps to provide clean drinking water.

Constructing metaled roads and connecting these villages to the National Highway(NH-8).

Renovating primary school buildings and providing hygienic water and toilet facilities.

Ensuring a proper drainage system at each of these villages to prevent water-logging.

Promoting non-conventional sources of energy by providing a 50 per cent subsidy on

biogas plants.

The Raman Munjal Vidya Mandir began with three classes (up to class II) and 55 students from nearby areas. It has now grown into a modern Senior Secondary, CBSE affiliated co-educational school with over 1200 students and 61 teachers. The school has a spacious playground, an ultra-modern laboratory, a well-equipped audi visual room, an activity room, a well-stocked library and a computer centre

OTHER KEY PROJECTS TAKEN UP BY THE FOUNDATION INCLUDE

The Raman Munjal Vidya Mandir began with three classes (up to class II) AND 55 students from nearby areas. It has now grown into a modern Senior Secondary, CBSE affiliated co-educational school with over 1200 students and 61 teachers. The school has a spacious playground, an ultra-modern laboratory, a well-equipped audio visual room.an activity room, a well-stocked library and a computer center

Multi-specialty hospital equipped with the latest diagnostic and surgical technology. The Raman Munjal Memorial Hospital provides healthcare to the rural population in and around Dharuhera, and also caters to accident and trauma victims driving along the Delhi-Jaipur highway

RAMAN MUNJAL SPORTS COMPLEX

The Raman Munjal Sports Complex has basketball courts, volleyball courts, and hockey and football grounds are used by the local villagers. In the near future. sports academics are planned for volley ball and basket ball, in collaboration with National

Sports of Authority of India

VOCATIONAL TRAINING CENTRE

In order to help local rural people, especially women ,Hero MotoCorp has set up a Vocational Training Centre. So far 26 batches comprising of nearly 625 women have been trained in tailoring ,embroidery and knitting. The Company has helped women trained at this center up a production unit to this uniforms for Hero MotoCorp employees. Interestingly, most of the women are now self-employed.

ADULT LITERACY MISSION

This Scheme was launched on 21* September, 1999,covering the nearby villages of Malpura,Kapriwas and Sidhrawali. The project started with a modest enrolment of 36 adults. Hero MotoCorp is now in the process of imparting Adult Literacy Capsules to another 100 adults by getting villages heads and other prominent villagers to motivate illiterate adult



Xtreme 160R Specification

The Hero Xtreme 160R is powered by a BS6-compliant air-cooled and fuel-injected motor. It delivers 15.2PS and 14Nm. Despite being a 2-valve motor, it is one of the most powerful motorcycles in its segment, overshadowed only by the TVS Apache RTR 160 4V whose 4-valve motor delivers 16PS and 14.1Nm. The Xtreme 160R gets a 5-speed gearbox. The Hero Xtreme 160R gets a diamond-type frame with telescopic forks and a 7-step preload-adjustable monoshock. Braking is via a 276mm front disc and 130mm drum (optional 220mm disc) with single-channel ABS as standard. It gets MRF REVZ tyres with the rear being a 130-section radial unit.

Xtreme 160R Design

The Hero Xtreme 160R has compact dimensions but gets a busy, muscular styling that makes it stand out from its competitors. The handlebar, powertrain, and alloy wheels get a blacked-out finish, while the rear grab rail has been integrated into the bodywork. The Xtreme 160R was showcased in a two-tone white and grey paint job. When launched, expect the motorcycle to be available in more colours.

Xtreme 160R Features

The Hero Xtreme 160R is the only motorcycle in its segment to get all-LED lighting i.e. LED headlamp, LED tail lamp, and LED turn indicators. Its full-digital instrument console features a

speedometer, tachometer, odometer, fuel gauge, and clock. However, it misses out on a gear position indicator, which the Suzuki Gixxer gets. It also gets a hazard lamp, another segment first.

Hero Xtreme 160R Competitors

The Hero Xtreme 160R competes with the Bajaj Pulsar NS160, Suzuki Gixxer BS6, TVS Apache RTR 160 4V BS6, and Yamaha FZ FI V3 BS6.

Hero Xtreme 160R Price

Hero Xtreme 160R is going to launch in India with an estimated price of Rs. 90,000

Hero Xtreme 160R BS6 unveiled in India - 2020 Hero Xtreme 160R features completely new and aggressive styling - Hero Xtreme 160R gets a fuel-injected 160cc motor - Hero Xtreme 160R 2020 price in India expected to be between Rs 90,000 to Rs 1 lakh Hero MotoCorp has taken the wraps off its newest 160, the Xtreme 160R. Replacing the discontinued Xtreme Sports, the new Xtreme 160R bears no visual resemblance to the defunct model that it shares its nameplate with. Featuring aggressive styling, the Xtreme 160R packs in features such as LED lighting all-around, fully-digital instrumentation and also a side-stand cut-off mechanism. The new Xtreme 160R BS6 sports a 160cc, air-cooled, fuel-injected motor which produces 15.21PS and 14Nm. Hero will offer the 2020 Xtreme 160 in two variants; single- and double-disc. We expect the Xtreme 160R launch in India to take place in March and it is likely to be priced between Rs 90,000 and Rs 1 lakh. Read more about the new Hero MotoCorp Xtreme 160R here:

Engine	
Type	Air cooled, 4 Stroke 2 Valve Single cylinder OHC
Displacement	163 cc
Max power	15.2 PS @ 8000 rpm
Max torque	14 Nm @ 6500 rpm
Suspension	
Front suspension	37mm Showa Telescopic Forks
Rear suspension	7 Step Rider Adjustable Monoshock
Features	
ABS	Single channel
Speedometer	Digital
odometer	Digital
Tripmeter	Digital
tachometer	Digital
Tyre	
Front tyre	100/80-17
Rear tyre	130/70-R17
Dimension	
Wheelbase	1334
Kerb weight	138 Kg
Electricals	
Tail lights	Led
Head lamps	Led
brake	
Front brake	276mm Disc
Rear brake	220mm Disc



Hero XPulse 200

The Hero XPulse 200 BS6's specifications have been revealed on the manufacturer's website. The BS6-compliant Hero XPulse 200 comes with a new oil cooler supplementing the air-cooled 199.6cc single-cylinder fuel-injected motor. It churns out 18.08PS at 8500rpm and 16.45Nm at 6500rpm. To give you a perspective, the Hero XPulse 200 BS4 produces 18.4PS at 8000rpm and 17.1Nm at 6500rpm. The engine works alongside a 5-speed transmission.

The underpinnings remain the same as before. It continues to get the same diamond type frame linked to a 37mm front telescopic fork and a 10-step adjustable rear monoshock. The bike rolls on a 21-inch front and 18-inch rear spoke wheel wrapped with 90-section and 120-section block pattern tyres, respectively. The bike comes to a halt using a 276mm front and 220mm rear petal disc with single-channel ABS as standard.

The unofficial bookings for the motorcycle [commenced in March 2020](#). Expect Hero MotoCorp to launch the bike and commence deliveries after the coronavirus pandemic situation dies down and the lockdown is lifted. It is likely to command a premium of around Rs 10,000 over the BS4 Hero XPulse 200, which costs Rs 1,06,500. The closest alternative to the Hero XPulse 200 BS6

is the [Royal Enfield Himalayan BS6](#), which is priced at Rs 1,86,811. All prices, ex-showroom Delhi.

Hero has also launched the special Rally Kit for the XPulse 200, priced at Rs 38,000. It is available at select Hero dealerships from March 2020 onwards. The kit includes an adjustable suspension setup with increased ride height, knobby tyres and revised ergos. To sweeten the deal, Hero is working on a deal where you could install an aftermarket exhaust onto the bike.

XPulse 200 Specifications

The Hero XPulse 200 is powered by the same engine as the Hero Xtreme 200R, (with the exception of Fi). This 199.6cc, single-cylinder, fuel-injected, air-cooled engine produces 18.4PS of power and 17.1Nm of torque. A 5-speed gearbox sends power to the rear wheel. But it must be noted that the XPulse 200 gets a different final drive ratio compared to the XPulse 200T and the Xtreme 200R for better off-road ability. For its price, the XPulse 200 comes loaded with features. This includes a fully-digital instrument console with Bluetooth connectivity, turn-by-turn navigation assist, average speed and a clock. You also get LED lights at both ends and a single-channel ABS system.

XPulse 200 Features

Unlike its sibling, the XPulse 200 is a more off-road oriented motorcycle and it makes no effort in hiding that. It gets a long-travel suspension (190mm travel at front, 170mm at the rear), high ground clearance of 220mm and larger spoked wheels (21-inch up front and 18-inch at the rear) wrapped in knobby Ceat Gripp tyres. The seat height here stands at 823mm. In order to suit its purpose, it also features a beak-like front fender, sump guard, knuckle guards and a high-mounted exhaust for better water-wading capability.

Hero XPulse 200 Competitors

At Rs 1.05 lakh for the Fi variant and Rs 97,000 for the Carb variant (ex-showroom Delhi), the Hero XPulse 200 is the most affordable adventure motorcycle in its segment. Its rivals include the Royal Enfield Himalayan and the BMW G 310 GS. However, the Himalayan is Rs 74,000 (Rs 1.79 lakh) more expensive while the BMW G310 GS (Rs 3.5 lakh) .

Engine	
Type	Oil Cooled, 4 stroke 2 Valve Single cylinder OHC
Displacement	199.6 cc
Max power	3.3Kw (17.8 bhp) @8500 rpm
Max torque	16.45 Nm @6500 rpm
Suspension	
Front suspension	Telescopic (37 mm Dia) With Double DU Bush (190 mm Stroke)
Rear suspension	10 step Rider-adjustable Monoshock
Features	
ABS	Single Channel ABS
Speedometer	LCD instrument panel with smart phone enabled navigation
odometer	Digital
gearbox	5 Speed Constant Mesh
Frame type	Diamond
Tyre	
Front tyre	90/90-21
Rear tyre	120/80-18
Dimension	
Wheelbase	1410 mm
Kerb weight	157 kg
Electricals	
Tail lights	LED Tail Lamps
Head lamps	LED Head Lamps
brake	
Front brake	276 mm petal disc, Single Channel ABS
Rear brake	220 mm Petal Disc



Hero Splendor Plus

Hero has finally launched the BS6-compliant Splendor Plus at Rs 59,600. The updated Splendor Plus is available in three variants: kick with alloy wheel, self with alloy wheel, and self with alloy wheel and i3S. To help differentiate it from the BS4 model, Hero has introduced a couple of new paint options. Apart from the addition of new colours, the rest of the motorcycle looks similar to the older model. Hero has carried forward the i3S feature to the BS6 model as well.

Splendor Plus Specifications

The Hero Splendor Plus is powered by the iconic 97.2cc air-cooled, single-cylinder „Sloper“ engine. This tried-and-tested unit puts out 8PS of power and 8.05Nm of torque, which is 0.36PS less than before with torque on par. A trusty double downtube cradle frame holds everything together, suspended on a conventional telescopic fork and twin preload-adjustable hydraulic shock absorbers. Stopping hardware comprises 130mm drum brakes at both ends, though we wish a front disc was on offer. 18-inch wheels at both ends are standard fanfare in this segment. With its 9.8-litre fuel tank full, the Splendor Plus BS6 weighs 110kg in kick-start form and 112kg in self-start form.

Splendor Plus Variants

The top-of-the-line variant gets electric start as well as the i3S stop-start system but will set you back by Rs 63,110. If you forfeit the i3S but keep the electric starter, the Splendor Plus will cost you Rs 61,900, while the base variant with kick start and no i3S costs Rs 59,600.

Splendor Plus Design

The basic bodywork and design has remained exactly the same, with the bike featuring the same bikini fairing and rectangular headlight as before. The only way to distinguish a BS6 bike from its predecessor is by spotting the additional catalytic converter on the exhaust system or the new black/red paint scheme exclusive to the BS6 bike.

Splendor Plus Features

This being a basic commuter motorcycle, the features list isn't very vast. You get alloy wheels as standard across all variants, an optional electric start system, and the option of Hero's patented i3S stop-start system to help keep fuel consumption as low as possible. A CBS system is standard and the rear suspension is preload-adjustable. Instrumentation continues to be a fully analogue affair.

Hero Splendor Plus Competitors

The 100cc commuter segment is well populated, with competition coming from the likes of the Bajaj CT100, Platina 100 and TVS Sport, all of which have already been updated to BS6 standards as well.

Engine	
Type	Air-cooled, 4 - Stroke Single Cylinder OHC
Displacement	97.2 cc
Max power	8.36 PS @8000 rpm
Max torque	8.05 Nm @ 5000 rpm
Suspension	
Front suspension	Telescopic Hydraulic Shock Absorbers
Rear suspension	Swing Arm with Hydraulic Shock Absorbers
Features	
ABS	No ABS
Speedometer	Analogue
Odometer	Analogue
Gearbox	4 Speed
Frame type	
Tyre	
Front tyre	80/100-18
Rear tyre	80/100-18
Dimension	
Wheelbase	1230 mm
Kerb weight	110 Kg
Electricals	
Tail lights	LED Tail Light
Head lamps	Blub
brake	
Front brake	Drum 130 mm
Rear brake	Drum 130mm



Hero Pleasure

SABSE AAGE REHNE KI AADAT DAAL LO

The new Hero Pleasure+ is a perfect blend of style and substance. It comes with Hero's advanced XSens technology with smart sensors that offer optimum performance by automatically sensing different riding conditions. What's more, its classy new chrome styling will turn heads wherever the roads take you. So get ready to conquer miles, as you turn on your colourful new attitude, blip the throttle and ride ahead.

Hero MotoCorp also announced that the new GST tax has reduced prices for its two-wheelers ranging from Rs 400 to Rs 1,800 for its mass market two-wheelers depending on the state of purchase and model.

Pleasure Specifications

Powering the Hero Pleasure is a 102cc single-cylinder engine which develops 7PS of power @ 7000rpm and 8.1Nm of torque @ 5000rpm. Hero claims the Pleasure can achieve a top speed of 77kmph. Suspension duties are handled by a bottom-link front, which is still not updated, and a

hydraulic shock absorber at the rear. Braking is done via 130mm drum units at both ends. The Pleasure gets 90/100 tyres at both ends and packs a 5-litre fuel tank, while tipping the scale at 101kg.

Pleasure Features

Hero entered the scooter segment with the Pleasure, a traditional midsize scooter designed for the fairer sex. Over the years, it's gone through many iterations in terms of colour updates and graphics. The major design update, though, came in 2014 with a sharper and sleeker set of indicators, headlight and tail. The steel wheels also got replaced by alloy wheels, now finished in black. Other latest updates include dual tone colours, new body graphics, front storage with a mobile charging socket, Integrated Braking System (IBS), under seat storage boot light and a side-stand indicator.

Hero Pleasure Competitors

Honda Activa i: The Honda Activa i is more or less Honda's take on the Pleasure. The styling on the Activa i is also female-oriented. There is no front storage here and there is no boot light either. Mobile charging, though, is available as an optional extra. It is 1PS more powerful than the Pleasure, which should give it some more pep. But it clearly loses out on the feature front. It also sits the rider 5mm higher, with the Pleasure available with a seat height of 760mm. Storage space available is 18 litres. CBS (Combined Braking System) is available as standard

TVS Scooty Zest: The TVS Scooty Zest checks all the boxes when it comes to features, performance, refinement and comfort. On the feature front, it gets DRLs on the front apron, LED tail light, front storage space, boot light with mobile charging socket and an external fuel filler cap. The ride quality is also a lot supple with the telescopic front. Power is at par with the Activa i but the big boon here is the more modern CVTi gearbox which engages swiftly in comparison to the outdated variomatic gearbox on the Activa i and Pleasure. Build quality is also far better than what the Honda and Hero offer. Unfortunately, the Zest misses out on Sync Braking. It is also the lightest of the lot here, tipping the scale at 97kg

Engine	
Type	Air cooled, 4-Stroke Single Cylinder OHC
Displacement	102 cc
Max power	6.91 bhp @ 7,000 rpm
Max torque	8.1 Nm @ 5,000 rpm
Suspension	
Front suspension	Bottom link with spring loaded hydraulic damper
Rear suspension	Swing arm with spring loaded hydraulic dampers
Features	
ABS	No ABS
Speedometer	Analogue
Odometer	Analogue
Gearbox	No gears
Frame type	
Tyre	
Front tyre	90/100 - 10-53 J (Tubeless)
Rear tyre	90/100 - 10-53 J (Tubeless)
Dimension	
Wheelbase	1240 mm
Kerb weight	104 kg
Electricals	
Tail lights	Halogen
Head lamps	Blub
brake	
Front brake	Type (130 mm)
Rear brake	Type (130 mm)



Hero Karizma R Version 1.0

Hero karizma R v1 is the best bike of its time, balancing the affordability and performance factor on the same time in an Indian bike. It came with a semi-faired body and carried a 223cc, single cylinder engine producing 17 BHP and 18.35 Nm of torque. The same engine is available with updated performance on the current generation Karizma while the instrument console on the R models still remains exactly the same. The motorcycle was discontinued due to the entry of second generation model. It was priced at 81,600 at its time of sale and rivaled Bajaj Pulsar 220 in the Indian market.

Way back in 2003, Karizma set a new trend in our Indian bike market; the trend of sports bikes. It was India's first own high speed machine which was launched by our market leader, Hero (then Hero Honda). It has always been a successful bike in our market and with recent up-gradations; this bike is ready once again to play the game.

Ever since its conception, Hero has never made any changes to the original design of Karizma. They have only played with stickers and this time also, it's the same. Hero feels this design appeals to many and they don't want to do anything which hurts the credibility of this bike. It still features twin pilot lamps in its crystal clear headlight which gives it an aggressive look with partly V-shaped tinted visor. New bike features gold finish on its front forks similar to its full fairing variant ZMR. When you move to the side of the bike you can notice the black coloured engine cowl and chrome finishing on its silencer which makes it look extremely sporty. Stepped seat is also eye catching but the most exciting thing perhaps in this bike is its semi fairing with integrated clear lens indicators. This thing made it instantly famous in our market and still it can

turn around many heads on road. The new model features negligible graphic changes on it but one can surely notice the new printed R on its fuel tank. At the back, its unique twin tail lamps, long fender and skinny tyre remains the same.

There is not pretty much difference in its instrument console. There is still no digital speedometer in it. It features three instrument dials which feature an analogue tachometer, speedometer and digital fuel gauge and trip meter. There are also few other indicators in it.

Hero Karizma was the first bike from any Indian manufacturer to have an engine capacity of 223cc. It's a single cylinder, 4-stroke, air-cooled engine which pumps out a peak power of 17 bhp at 7000 rpm. This OHC machine produces a torque output of 18.35 Nm which is available at 6000 rpm. This engine is served with a five speed manual gearbox featuring one gear down and four gears up-shift pattern.

This is the most powerful bike from Hero till date which is as powerful on road as on papers. Before Pulsar220, there was no bike from our Indian manufacturers which can beat Karizma. It builds up heavy amount of torque which comes in to play very early. According to Hero, it takes around 3.8 seconds to reach 0-60km/hr and you can realize it as soon as you get on to it. The gear ratios are very well set for this engine. They help you to get the best out of this engine without any drama. This engine works perfectly and gives you the real pleasures of high speed cruising. In fact, it's been designed in such a way that you need no frequent gear shifting and the bike is ready to go in every gear without any stress. It's a butter smooth engine with a lot of power. This Honda engine sounds really nice when you rev it hard and if you talk about refinement level then you can't get anything better in its class. The power to weight ratio of this bike is even better than its elder sibling and that makes a lot of difference in their performance. The bike feels pretty relaxed and calm even at the top speed of 125km/hr.

The fuel efficiency of this bike ranges from 25-30 kmpl in city conditions and these figures tends to increase by 5-10 kmpl on highways. For a bike of this size, these figures are quite respectable.

Hero Karizma R has always been amongst one of the best tourer bikes in India. The ride and handling of this bike has impressed many riders. Despite not having a much sporty stance like other sports bikes, it gives you amazing confidence at high speeds. The bike sticks firmly on road and its wheelbase of 1355mm brings extra stability to this bike.

Engine	
Type	Air cooled, 4-stroke single cylinder OHC
Displacement	223 cc
Max power	17 Bhp @ 7000 rpm
Max torque	18.35 Nm @ 6000 rpm
Suspension	
Front suspension	Telescopic Hydraulic Shock Absorbers
Rear suspension	Swing Arm with 5 Step Adjustable Type Hydraulic Shock Absorbers
Features	
ABS	No ABS
Speedometer	Analogue
Odometer	Analogue
Gearbox	5
Frame type	Tubular Single Cradle, Diamond Type
Tyre	
Front tyre	2.75X18
Rear tyre	100x18
Dimension	
Wheelbase	1355.00 mm
Kerb weight	150 Kg
Electricals	
Tail lights	Blub 35W
Head lamps	Blub 35W
brake	
Front brake	276/260 mm Disc - Non Asbestos Type
Rear brake	130/230 mm Disc/Drum

Chapter 3
RESEARCH
METHODOLOGY

RESEARCH METHODOLOGY

Research can be defined as the search for knowledge, or as any systematic investigation, with an open mind, to establish novel facts, solve new or existing problems. prove new ideas, or develop new theories. The primary purposes of basic research (as opposed to applied research) interpretation, or the research and development of methods and systems for the documentation, discovery, advancement of human knowledge. Approaches to research depend on epistemologies, which vary considerably both within and between humanities and Sciences.

DEFINITION OF RESEARCH

A broad definition of research is given by Martin Shuttle worth "In the broadest sense of the word, the definition of research includes any gathering of data, information and facts for the advancement of knowledge". Another definition of research is given by Creswell who states - "Research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue". It consists of three steps: Pose a question, collect data to answer the question, and present an answer to the question. The Merriam-Webster Online Dictionary defines research in more detail as "a studious inquiry or examination; especially investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws". C. R. Kothari, "Research is a scientific and systematic search for pertinent information on a scientific topic."

The Random House Dictionary of the English language defines the term „Research' as a diligent and systematic inquiry or investigation into a subject in order to discover or revise facts, theories and application etc.

MEANING

Research is a scientific and systematic for pertinent topic in fact research is an art of scientific investigation is an academic activity and as such since research in this original contribution existing stock of knowledge marketing for it advancement. research methodology is a collective term for the structured process of conducting research. There are many different methodologies used in various types of research and the term is usually considered to include research design data gathering and data analysis.

Research methodologies can be quantitative (for example, measuring the number of times someone does something under certain conditions) or qualitative (for example, asking people how they feel about a certain situation). Ideally, Comprehensive research should try to incorporate both qualitative and quantitative methodologies but this is not always possible, usually due to time and financial constraints. Research methodologies are generally used in academic research to test hypotheses or theories. A good design should ensure the research is valid, i.e. It clearly tests the hypothesis and not extraneous variables, and that the research is reliable, i.e. It yields consistent results every time. Part of the research methodology is concerned with the how the research is conducted. This is called the study design and typically involves research conducted using questionnaires, interviews, observation and experiments. The term research methodology, also referred to as research methods, usually compasses the procedures followed to analyze and interpret the data gathered. These often use a range of sophisticated statistical analyses of the data to identify correlations or statistical significance in the results. Objective, representative research can be difficult to conduct because tests can normally only be conducted on a small sample (e.g. you cannot test a drug on every person in the world so a sample needs to be used in research).

Objective of study

- 1) To find out the attribute which are consider by consumer while purchasing two wheeler.
- 2) To know the image of the hero- Honda two wheeler in the mind of consumer
- 3) To determine the degree of association between the two hero motors two wheeler models and demographic variable with respect to satisfaction.

HYPOTHESIS

Null hypothesis:-

- Hero MotoCorp is a great brand associated with new innovation
- Hero MotoCorp have a very broad range of research development team
- Consumer find it suitable and affordable to purchase a hero motorcycle
- Friends have the highest chances to buy a Hero motor bike

ALTERNATE HYPOTHESIS:-

- Hero MotoCorp is not a great brand and doesn't have any new innovation
- Hero MotoCorp doesn't have a very broad range of research and development team
- Consumer doesn't find it suitable and affordable to purchase a Hero motorcycle
- Friends have lesser chance to buy a Hero motor bike

TYPES OF RESEARCH

The following only is an attempt to classify research into different type:

ACCORDING TO THE BRANCH OF KNOWLEDGE:-

Different branches of knowledge may broadly be divided into two

1. Life and physical sciences such as Botany, Zoology. Physics and Chemistry.
2. Social Sciences such as Political Science. Public Administration, Economics,

Sociology, Commerce and Management. The research carried out, in these areas, is called management research, production research, personnel research, financial management research, accounting research, marketing research etc.

Management research includes various functions of management such as planning, organizing, staffing, communicating, coordinating, motivating, and controlling. Various motivational theories are the result of research. Production (also called manufacturing) research focuses more on materials and equipment rather than on human aspects. It covers various aspects such as new and better ways of producing goods, inventing new technologies, reducing costs, improving product quality. Research in personnel management may range from very simple problems to highly complex problems of all types. It is primarily concerned with the human aspects of the business such as personnel policies, job requirements, job evaluation, recruitment, selection, placement, training and development, promotion and transfer, morale and attitudes, wage and salary administration, industrial relations. Basic research in this would be valuable as human behavior affects organizational behavior and productivity. Research in Financial Management includes financial institutions, financing instruments (eggs. shares, debentures), financial markets (capital market, money banking, discounting, factoring), financial analysis (e.g. investment analysis, ratio analysis, funds flow / cash flow analysis) etc.

Accounting research though narrow in its scope, but is a highly significant area of business management. Accounting information is used as a basis for reports to the management, shareholders, investors, tax authorities, regulatory bodies and other interested parties. Areas for

accounting research include inventory valuation, depreciation accounting, generally accepted accounting principles, accounting standards, corporate reporting etc.

Marketing research deals with product development and distribution problems, marketing institutions, marketing policies and practices, consumer behavior, advertising and sales promotion, sales management and after sales service etc. Marketing research is one of the very popular areas and also a well established one. Marketing research includes market potentials, sales forecasting, product testing., sales analysis, market surveys, test marketing, consumer behavior studies, marketing information system etc. Business policy research is basically the research with policy implications. The results of such studies are used as indices for policy formulation and implementation. Business history research is concerned with the past. For example, how was trade and commerce during the Mogul regime? According to the Nature of Data A simple dichotomous classification of research is Quantitative research and Qualitative research / non-quantitative. Quantitative research is variables based Where as qualitative research is attributes based. Quantitative research is based on measurement/ quantification of the phenomenon under study. In other words, it is data based and hence more objective and more popular. Qualitative research is preferences, behavior etc. Research in such a situation is a function of researcher's insights and impressions. based on the subjective assessment of attributes, motives, opinions, desires,

According to the Coverage

According to the number of units covered it can be Macro study is a study of the whole where as Micro study is a study of the part. For example, working capital management in State Road Transport Corporations in India is a macro study where as Working Capital Management in Andhra Pradesh State Road Transport Corporation is a metro study.

According to Utility or Application

Depending upon the use of research results i.e. whether it is contributing to the theory building or problem solving, research can be basic or applied

Basic research

is called pure / theoretical / fundamental research. Basic research includes original investigations for the advancement of knowledge that does not have Specific objectives to answer problems of sponsoring agencies. Applied research also called Action research, constitutes research activities on problems posed by sponsoring agencies for the purpose of contributing to the solution of these problems. According to the place where it is carried out Depending upon the place where the research is carried out (according to the data generating source), research can be classified into:

- Field Studies or field experiments
- Laboratory studies or Laboratory experiments
- Library studies or documentary research

According to the Research Methods used

Depending upon the research method used for the investigation, it can be classified as

- Survey research
- Observation research
- Case research
- Experimental research
- Historical research
- Comparative research

According to the Time Frame

Depending upon the time period adopted for the study, it can be

1. One time or single time period research - e.g. One year or a point of time.

Most of the sample studies, diagnostic studies are of this type.

2. Longitudinal research - e.g. several years or several time periods (a time series

analysis) e.g. industrial development during the five year plans in India.

According to the purpose of the Study

What is the purpose/aim/objective of the study? Is it to describe or analyze or evaluate or explore? Accordingly the studies are known as.

- **Descriptive Study:** The major purpose of descriptive research is the description of a person, situation, institution or an event as it exists. Generally fact finding studies are of this type.
- **Analytical Study:** The researcher uses facts or information already available and analyses them to make a critical examination of the material. These are generally Ex-post facto studies or post-mortem studies.
- **Evaluation Study:** This type of study is generally conducted to examine / evaluate the impact of a particular event, e.g. Impact of a particular decision or a project or an investment.
- **Exploratory Study:** The information known on a particular subject matter is little. Hence, a study is conducted to know more about it so as to formulate the problem and procedures of the study. Such studies are called exploratory formulate study.

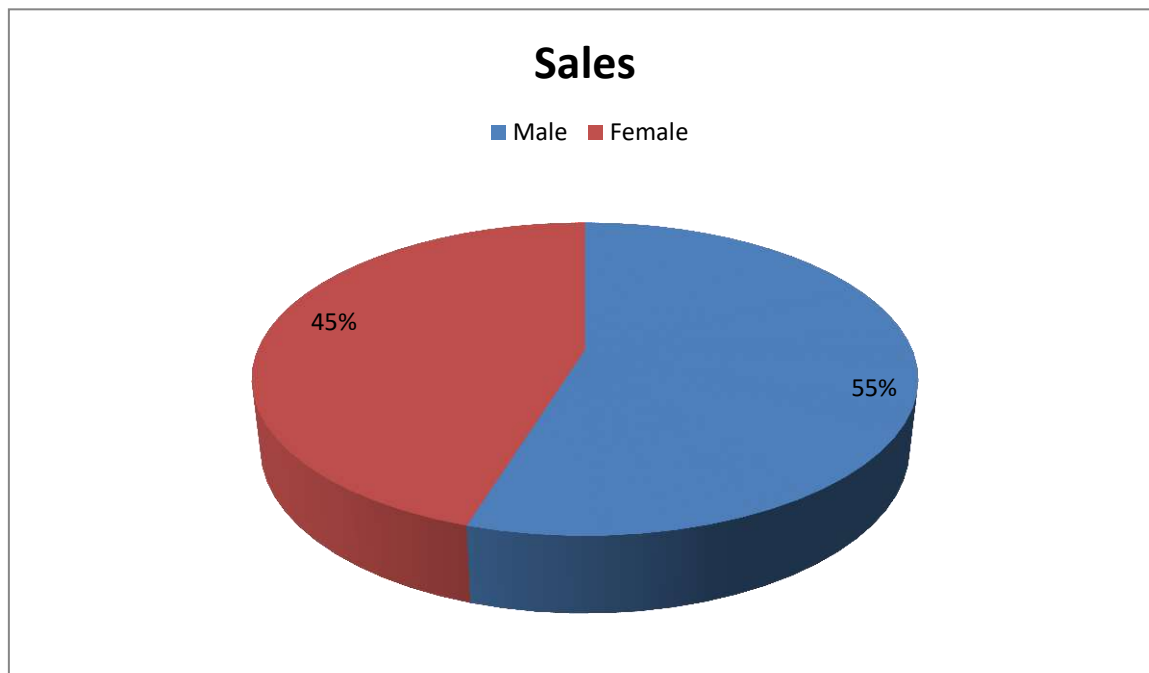
Chapter 4
DATA ANALYSIS &
INTERPRETATION.

The below mentioned data was collected and analyzed in term of customer satisfaction and integrity of the product Hero MotoCorp has offer:

1. Gender profile

Table 1. indicating gender profile of the respondent

Gender	Percent
Male	54.8%
Female	45.2%
Total	100%



Interpretation:

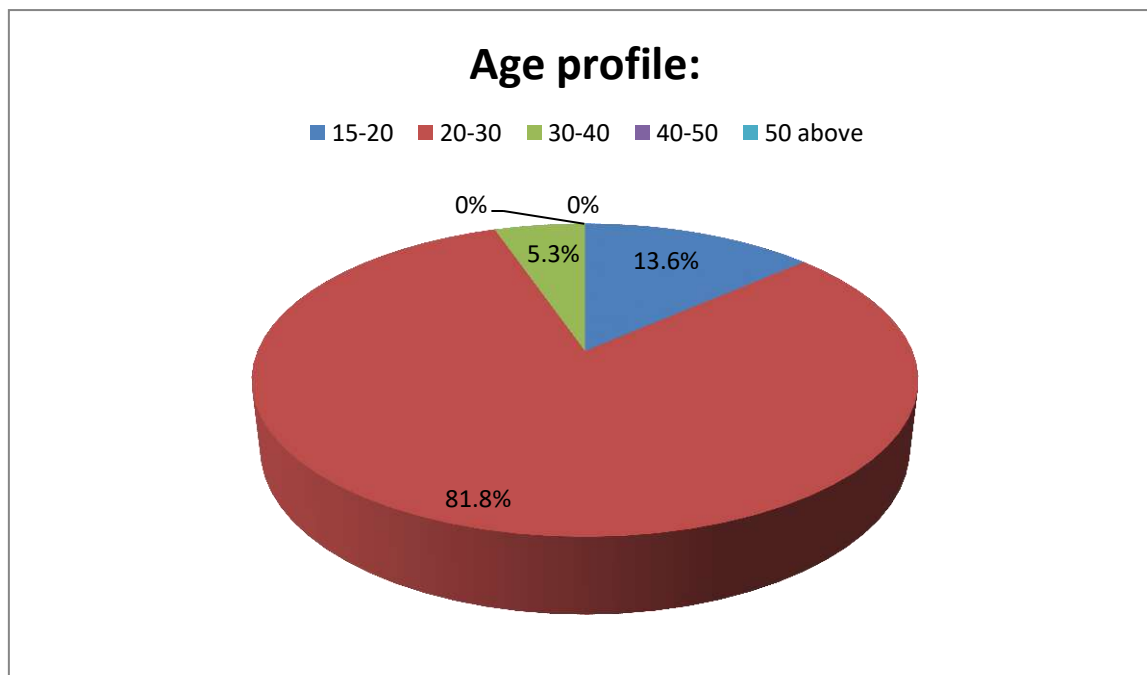
54.8% of the respondent were male

45.2% of the respondent were female

2.Age profile:

Table : indicating age profile of the respondent

Age	Percentage
15-20	13.6
21-30	81.8
31-40	5.3
41-50	0
50 above	0
Total	100



Interpretation

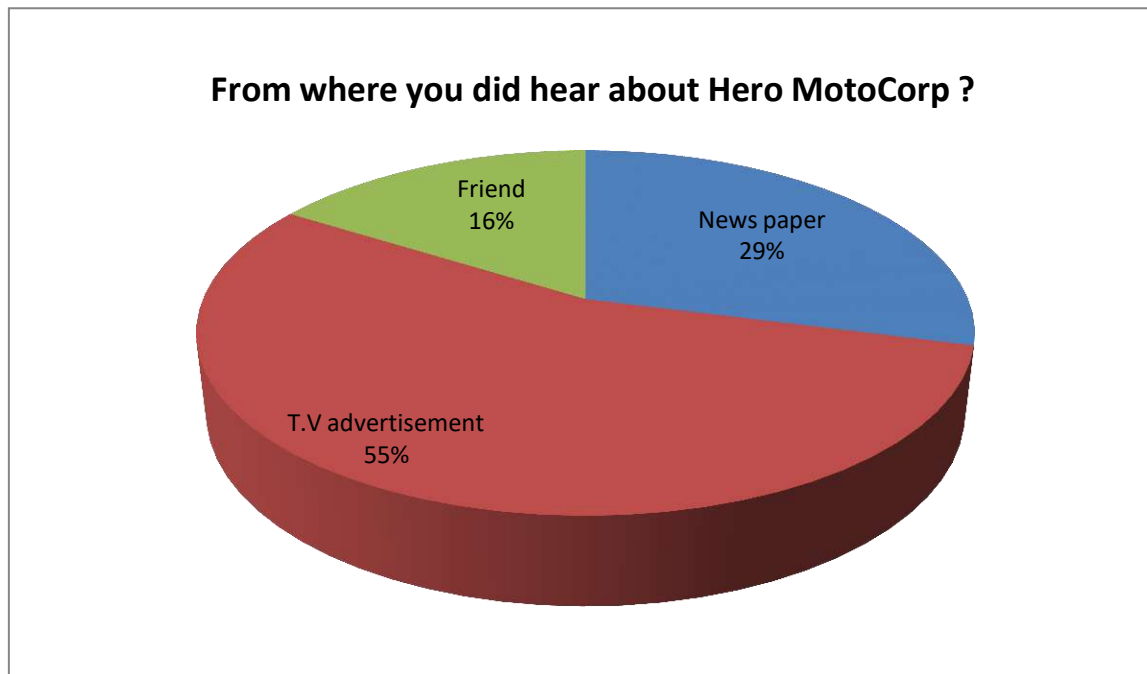
13.6% of the respondent are between the age of 15-20

81.1% of the respondent are between the age of 21-30

% of the respondent are between the age of 31-40

1) From where you did hear about Hero-MotoCorp ?

Sources	percentage
News paper	29%
T.V advertisement	54.8%
Friend	16.1%
Total	100%



Interpretation :

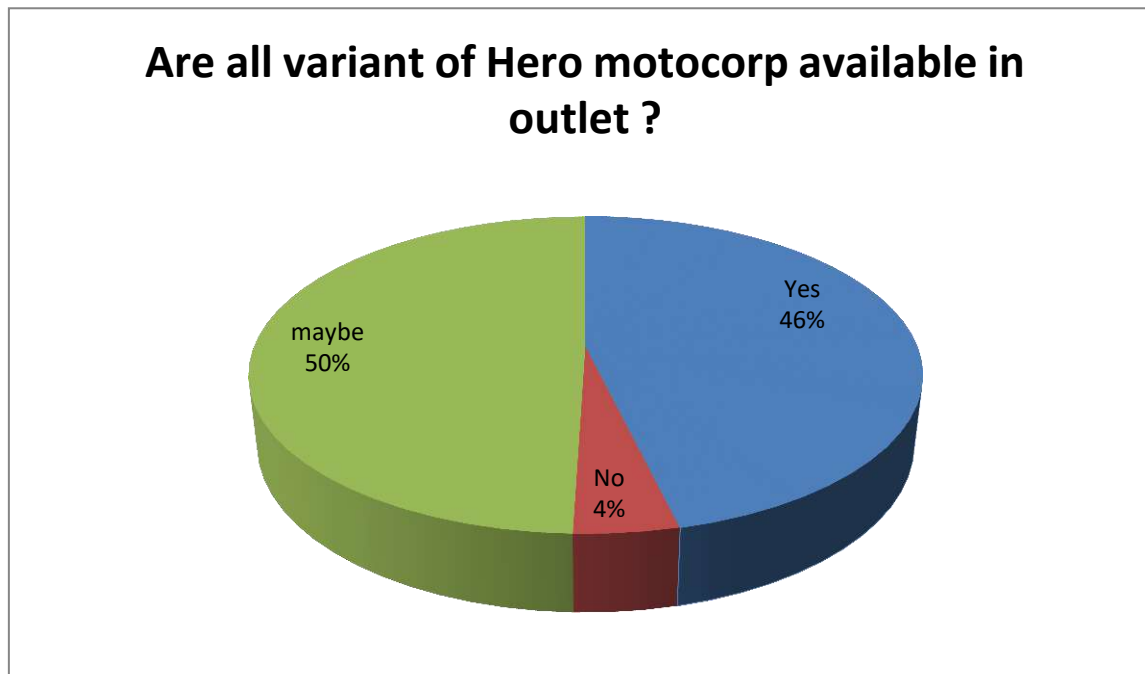
55% of the respondent had the knowledge through T.V & advertisement

29% of the respondent had the knowledge through news paper

16% of the respondent had the knowledge through friend

2) Are all variant of Hero motor bike available in outlet?

	Percentage
Yes	46.7%
No	4.3%
Maybe	50%
Total	100%



Interpretation

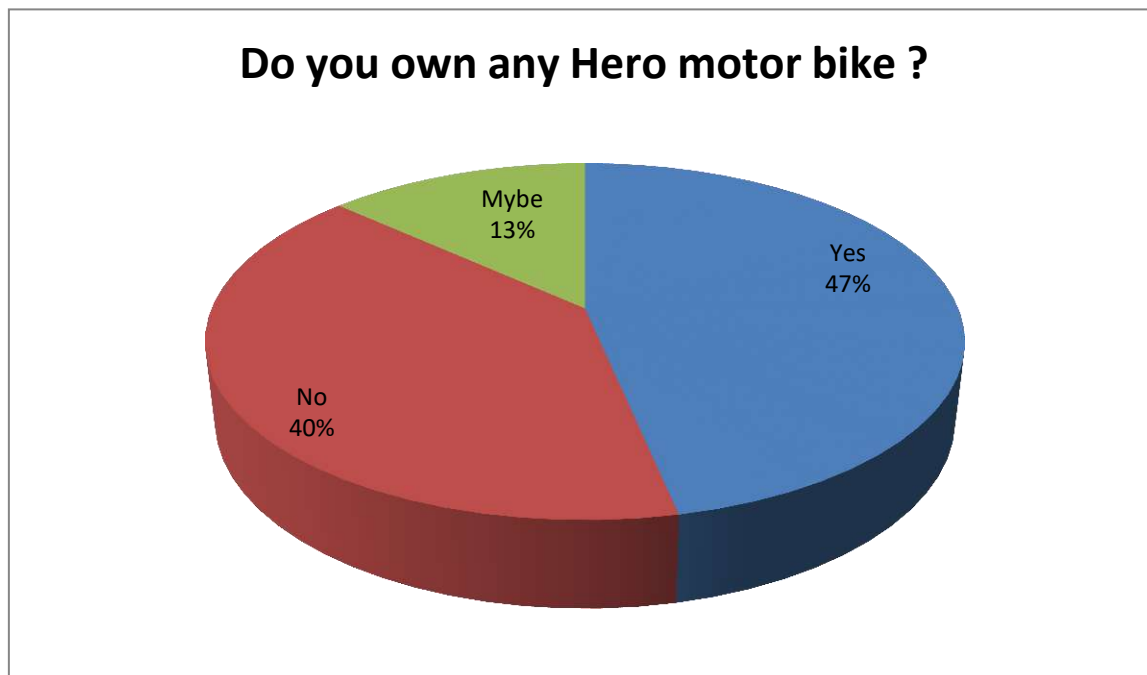
46% of respondent told that the variant are available in outlet,

4% of respondent told that the variant are not available in outlet,

50% of respondent told that the variant are maybe available in outlet

2) Do you own any Hero motor bike ?

	Percentage
Yes	46.70%
No	40%
Maybe	13.3%
Total	100%



Interpretation

47% of the respondent do own a Hero motor bike,

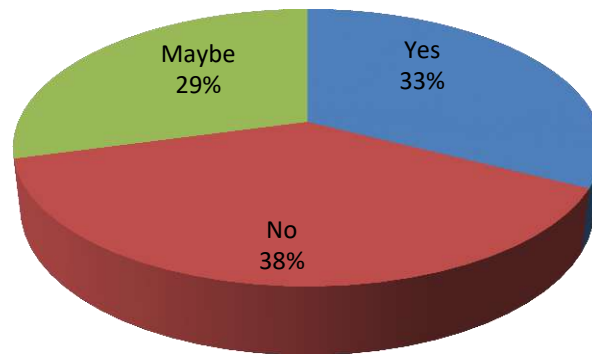
40% of the respondent don't own a Hero motor bike,

13% of the respondent maybe own a Hero motor bike .

4) Do you are aware about the promotional activity under taken by the dealer

	Percentage
Yes	32.3%
No	38%
Maybe	29%
Total	100%

Do you are aware about the promotional activity under taken by the dealer ?



Interpretation

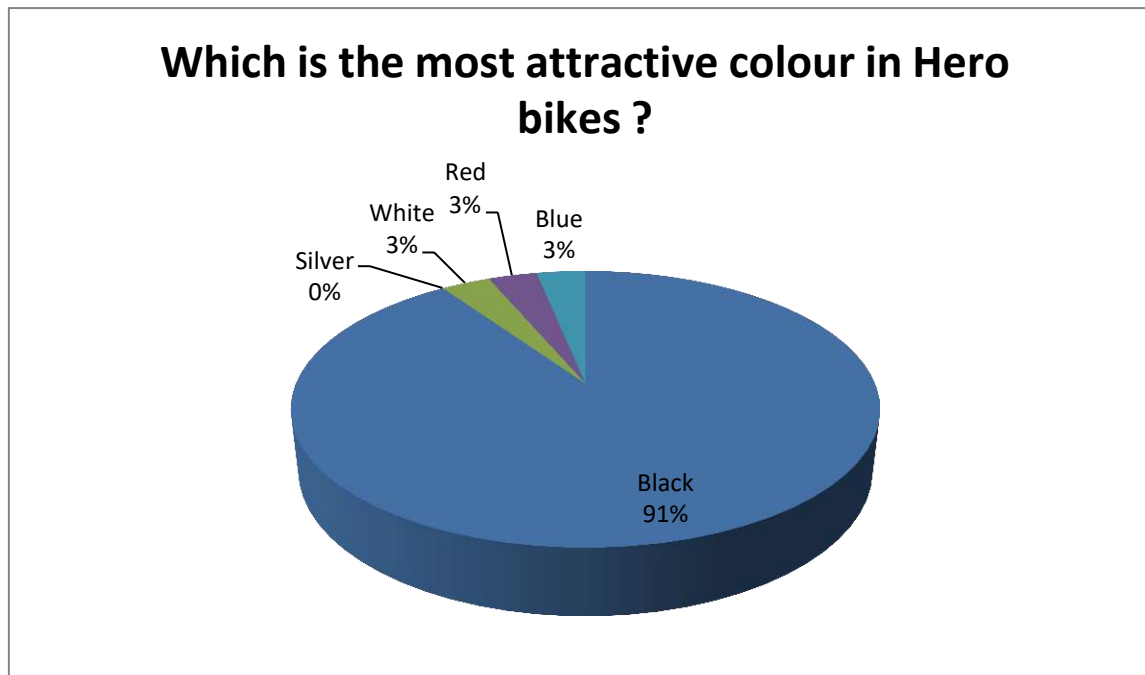
33% of the respondent are aware about the promotion activity which are under taken by the dealer

38% of the respondent are not aware about the promotion activity which are under taken by the dealer

29% of the respondent are maybe aware about the promotion activity which are under taken by the dealer

5) Which is the most attractive colour in Hero bikes ?

colour	Percentage
Black	90.3%
Silver	0%
White	3.2%
Red	3.2%
Blue	3.2%
Total	100%



Interpretation

91% of the respondent favorite colour is black

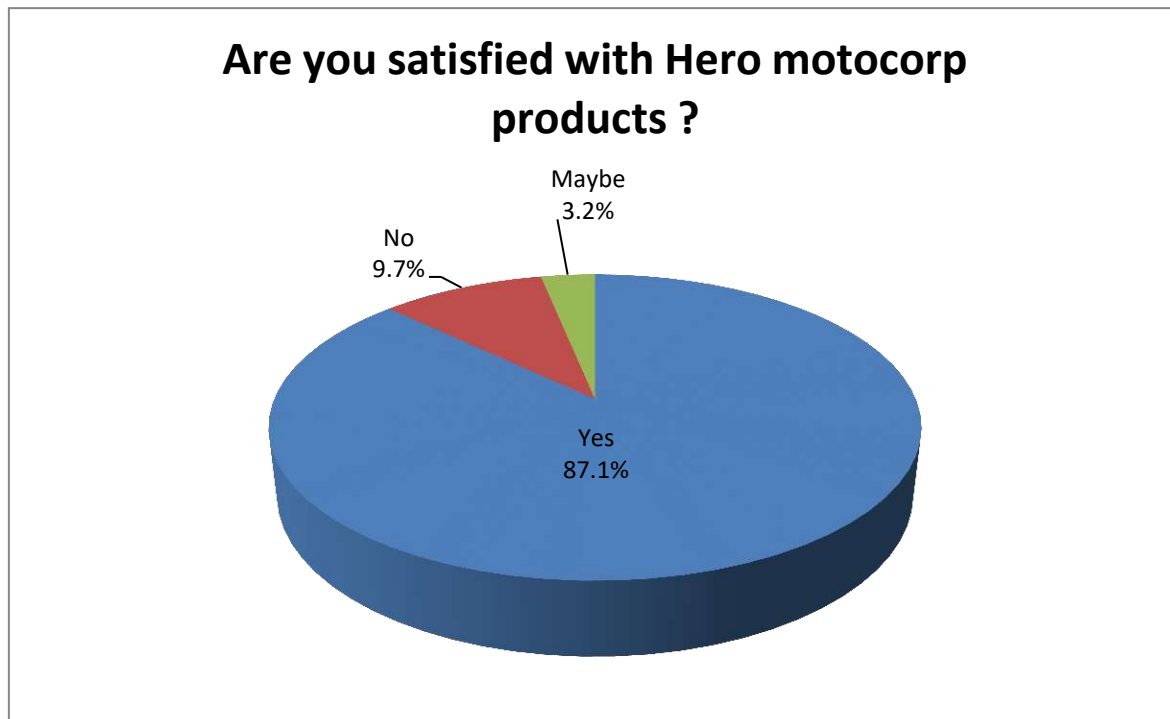
3% of the respondent favorite colour is white

3% of the respondent favorite colour is red

3% of the respondent favorite colour is blue

6) Are you satisfied with Hero MotoCorp products ?

	Percentage
Yes	87.1
No	9.7
Maybe	3.2
Total	100



Interpretation

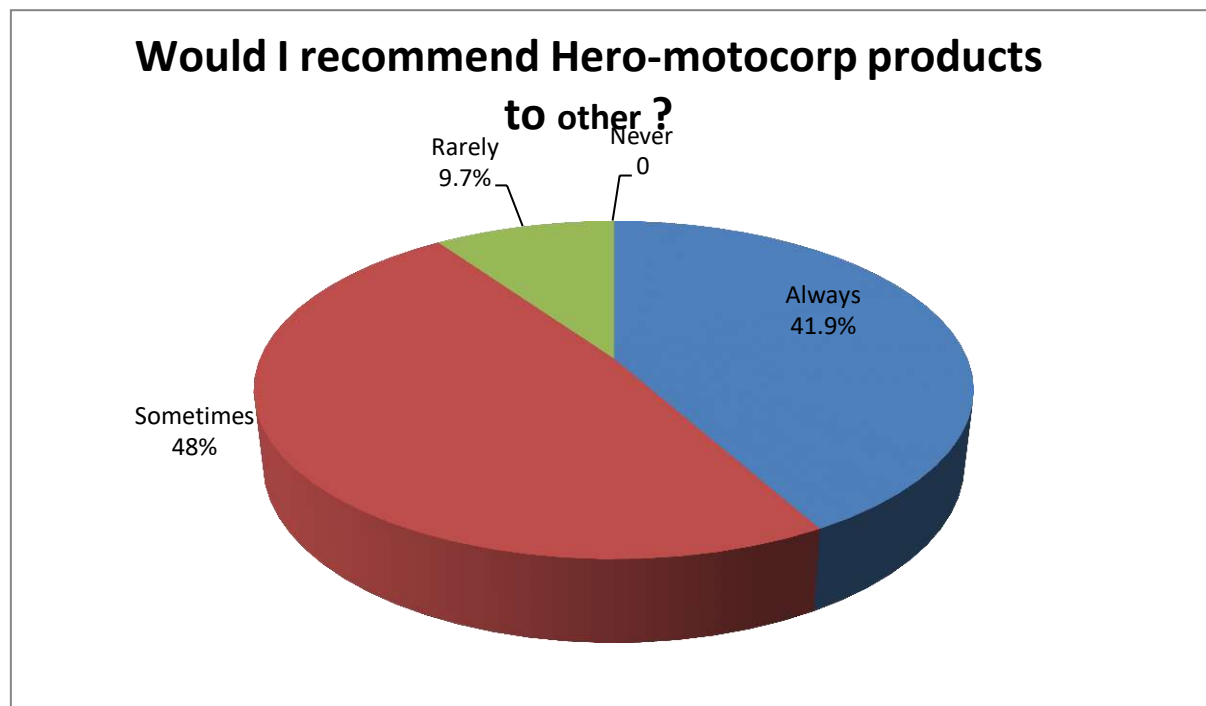
87.1% of the respondent are satisfy with Hero MotoCorp

9.7% of the respondent are not satisfy with Hero MotoCorp

3.2% of the respondent maybe satisfy with Hero MotoCorp

7) Would I recommend Hero-MotoCorp products to other ?

	Always	Sometime	Rarely	Never	Total
Percentage	41.9	48.4	9.7	0	100



Interpretation

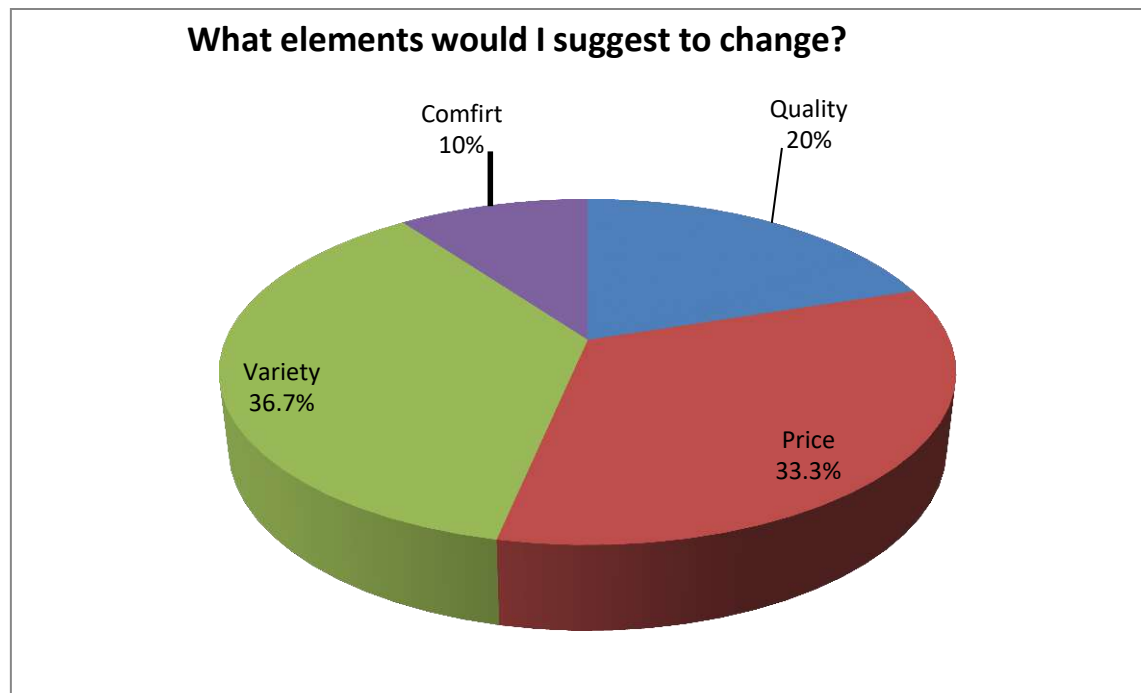
41.9% respondent will recommend Hero MotoCorps product to other

48% of the respondent will sometimes recommend Hero MotoCorps product to other

9.7% of the respondent will rarely recommend Hero MotoCorps to other

8) What elements would I suggest to change?

	percentage
Quality	20
Price	33.3
Variety	36.7
Comfirt	10
Total	100



Interpretation

36.7% of the respondent suggest to change the variety of Hero motor bike

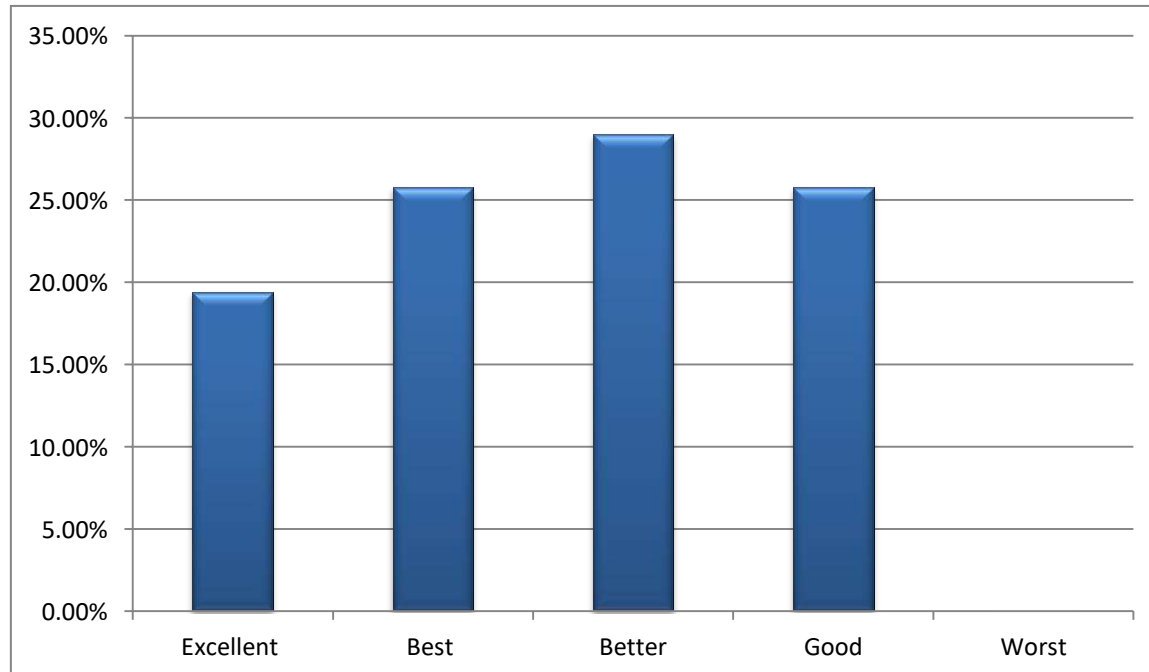
33.3% of the respondent suggest to change the price of Hero motor bike

20% of the respondent suggest to increase the quality of Hero motor bike

10% of the respondents suggest increasing the comfirt level of Hero motor bike

9) How was the employee behavior?

	Excellent	Best	Better	Good	Worst
Percentage	19.4	25.8	29	25.8	0



Interpretation

According to the survey the employee behavior of Hero moto corps is best and better

19.4% of the respondent thinks that the employee behavior is excellent

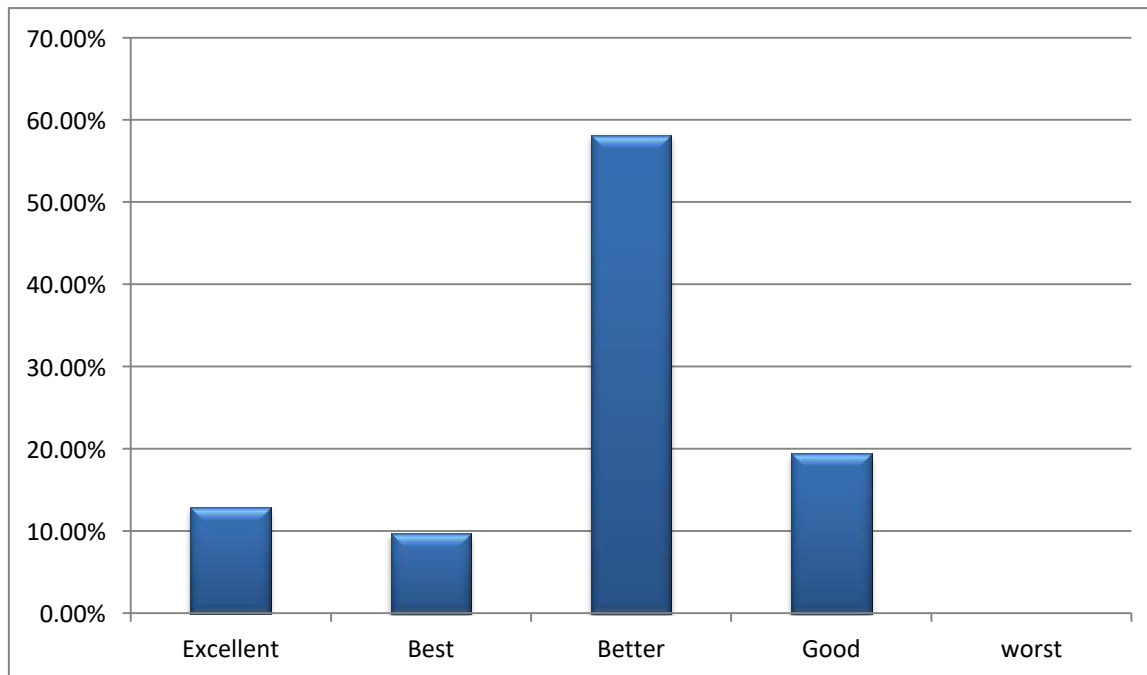
25.8% of the respondent thinks that the employee behavior is best

29% of the respondent thinks that the employee behavior is better

25.8% of the respondent thinks that the employee behavior is good

10) After the purchase Was the after sales service upto the mark ?

	Excellent	Best	Better	Good	Worst	Total
Percentage	12.9	9.7	58.1	19.4		100



Interpretation

According to the survey we can say that the after sales service is much better

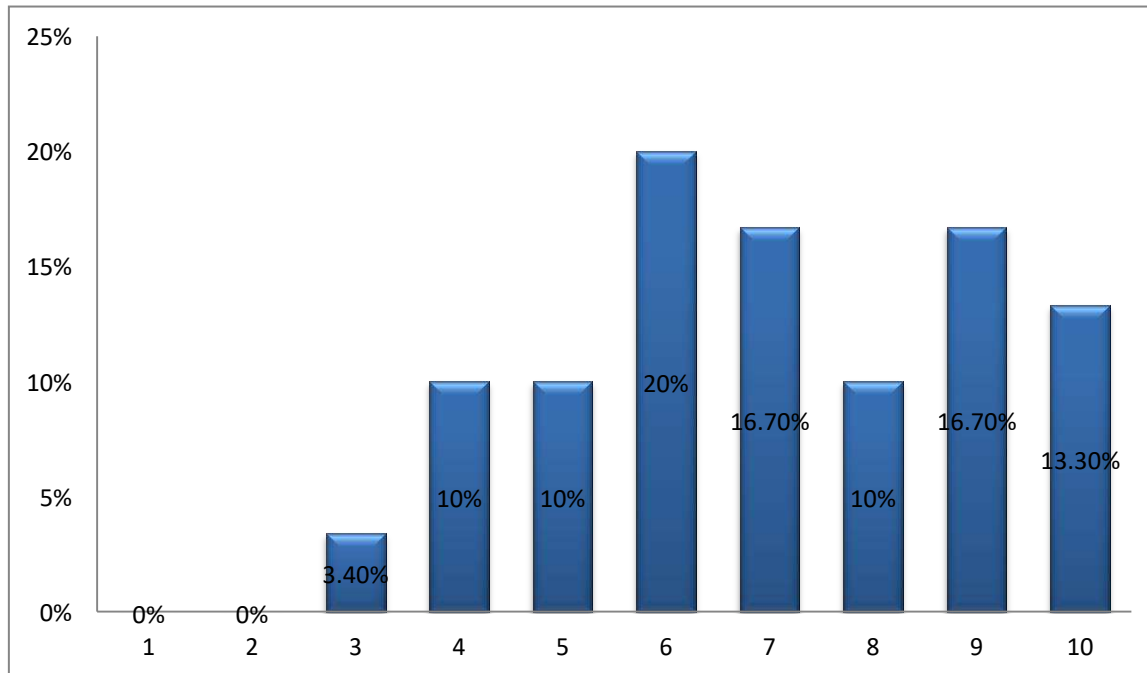
12.9% of the respondent thinks the after sales service is excellent

9.7% of the respondent thinks that the after sales service is best

58.1% of the respondent thinks that the after sales service is better

19.4% of the respondent thinks that the after sales service is good

11) You would like to give the rating of my experience with Hero-MotoCorp



Chapter 5
DATA
COLLECTION

CHAPTER V

DATA COLLECTION METHOD

1. Primary Data

The primary data are data which are being collected by the researcher for the specific purpose of answering the problem on hand. It is taken by the observation during the research for four different times and interview with the owner who is also the supervisor of the restaurant, captain, chef and two cooks.

2. Secondary Data

The secondary data is being obtained by the literature study and the article from the internet, company, website, magazine, paper and information.

3. Sources of Data

The primary source was used in the research. The information gathered for this project is differing from person to person as there are differences in each human being. So the observation and the survey of the people are the primary sources of data from this project. As such there is no secondary data available for the information required for a particular matter. So the primary sources of data collection can only give the real and detailed information required for the project.

Chapter 6
FINDINGS

CHAPTER VI

FINDINGS

- * Engine Oil Temperature Sensor Which Provides Different Fuel Mixtures At Different Temperatures.
- * Intake Air Temperature Sensor which Senses the Intake Air Temp To Determine.
- * Throttle Position Sensor Which Detects Throttle Opening & Provides Input To The ECU.
- * Crank Position Sensor Which Senses the Position & Time At Which Fuel Needs To Be Injection Relation To Crank Angle.
- * Oxygen Sensor Ensures Correct Air Fuel Ratio For The Catalytic Converter.
- * Hero has very skilled engineers.

Hero is leading brand of India in software market.

- * Hero has very large number of customers in India
- * Hero is the best service provider for software in Indian software market.
- * Hero gives best service to its customers.

Chapter 7
CONCLUSION
& LIMITATIONS

CHAPTER VII

CONCLUSIONS & LIMITATIONS & OF THE STUDY

CONCLUSIONS

- Over all Hero has very good market in Indian software market.
- Hero has build the reputation in the eye of every class of customer.
- Hero's software is regularly fulfilling customers demand as according to their need.
- Hero constantly looks for customer's satisfaction.
- Hero engines are easy to repairs.
- Hero engines has inbuilt cooling system.
- The target market is not based on any income group but on the desire of the rider.
- The new innovation have surely revolutionized the motorcycle sector of particular range of automobile market in India.

LIMITATIONS

- The study is limited to Nagpur city only.
- Hero engines are not suitable for long rides.
- Hero bikes are very low featured.
- Hero bikes usually not preferred by high class of riders.
- Hero MotoCorp doesn't make sports bikes.
- Hero stops products before reaching customers satisfaction.

Chapter 8
RECOMMENDATION
&
SUGGESTIONS.

CHAPTER VII

RECOMMENDATIONS & SUGGESTIONS.

RECOMMENDATIONS

- ❖ Though Impulse bike has always been very popular among bike enthusiasts as it is a highly capable bike and it was expected that Xpluse bike will going to take it a step further.
- ❖ Engineers should be trained in such a way that they can easily tackle customer's machinery problems
- ❖ More advertisement should be done so that customers should be aware of upcoming products of Hero company
- ❖ More service center should be opened so that the customers need not wait tor servicing
- ❖ Product plans should be made according to the different class of customers
- ❖ Customer's satisfaction should be the primary objective of the company
- ❖ Company should only make the products which can be easily practiced.

SUGGESTIONS

- ❖ Hero R&D team isn't working on feasibility and attractive deals to the peoples Due to which buyers going with third party options or may they buy secondhand less km run bikes
- ❖ Hero motor bike should have more pickup in the bike it lacks in pickup segment
- ❖ Hero motor bike need more colour and variant in which will increase the sales of the bike
- ❖ More models should be launch to which can acquire the market and can give a great completion to other brands
- ❖ Hero MotoCorp should more focus on the promotional activity

Chapter 9

BIBLIOGRAPHY

CHAPTER IX

BIBLIOGRAPHY

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2. <http://www.wikipedia.com>
3. <http://www.zigwheels.com>
4. <http://bikedekho.com>
- 5 Marketing strategy

By:-S. CHAND

4. MARKETING STRATEGY

By:- SHERLAKAR

APPENDICES/

ANNEXURE

APPENDICES/ANNEXURE

Questionnaire

Name:- _____ Age:- _____

1 Less than 20

- 20-30
- 30-40
- 40-50

2 Occupation

- Business sector
- Service
- Student
- Other

3 Gender

- Male
- Female
- Other

- 1) From where did you hear about Hero-MotoCorp
 - A. TV
 - B. Newspaper
 - C. Social media
 - D. Friend
 - E. Other

- 2) Are all variants of Hero motorbike are available in outlet
 - A. Yes
 - B. No
 - C. Maybe

- 3) Do you own any Hero MotoCorp product
 - A. Yes
 - B. No
 - C. Maybe

- 4) Do you aware about the promotional activity under taken by the dealer
 - A. Yes
 - B. No
 - C. Maybe

- 5) Which is the most attractive colour in Hero MotoCorp
 - A. Black
 - B. Silver
 - C. White
 - D. Red
 - E. Blue

- 6) Are you satisfied with Hero MotoCorp product
 - A. Yes
 - B. No

- 7) Would you recommend Hero MotoCorp to other
- A. Always
 - B. Sometimes
 - C. Rarely
 - D. Never
- 8) Ability of sales person to answer the queries are satisfactory
- A. Strongly agree
 - B. Agree
 - C. Neutral
 - D. Disagree
 - E. Strongly disagree
- 9) What are the element which you suggest to change
- A. Quality
 - B. Price
 - C. Variety
 - D. Comfort
 - E. Other
- 10) How was the employee behavior?

Excellent

- 1
- 2
- 3
- 4
- 5

Worst

- 11) You would like to give the rating of my experience with Hero Moto Corp

- 1 2 3 4 5 6 7 8 9 10