



# RIDE TO CONQUER

This philosophy instills commitment, team work and foresight. Hero's colossal journey started before Independence. The four Munjal brothers, hailing from a small town called Kamalia, now in Pakistan, are the men who are behind the mission. Brotherhood apart, what knit the men together was the wealth of will, integrity, ambition & determination. In the year 1944, they decided to start a business of bicycle spare parts in Amritsar. It was a modest beginning and the next three years saw the business grow rapidly. But the dark clouds of partition eclipsed their plans of the future. With renewed vigour and optimism, the operational base was shifted to Ludhiana. By 1956, the brothers had began manufacturing key components of bicycles and as a logical way forward, began to assemble the entire cycle at their manufacturing plant in Ludhiana. In the early days, the plant had a capacity for 25 cycles per day. Over the next few years, the bicycle unit started growing in stature and size, attracting skilled engineers, technocrats, administrators and entrepreneurs. From a modest beginning of mere 639 bicycles in the year 1956, Hero Cycles produces over 18,500 cycles a day, the

highest in global reckoning. With 48% share of the Indian market, this volume catapulted Hero into the 'Guinness Book of World Records' in 1986, as the world's largest cycle manufacturer. The company has retained its position in record books since then till date.

Hero's management style has been acclaimed internationally by World Bank and BBC. World Bank also acclaimed Hero Cycles in its vendor development based on a world-wide study. The Far Eastern Economic Review ranked Hero Cycles 3rd amongst top Indian companies in their year 2000 review. Engineering Exports



Promotion Council has awarded Hero Cycles with the Best Exporter Award for the last 28 years in succession.

Hero Cycles is one of the most symbolic brands representing the power of Indian innovation, marketing and branding. And the credit for that goes purely to the people who have led the group from the front.

## POWER METER

LEGACY	A trusted and the best known brand in cycles since multiple generations
RECALL	The most recalled brand (both aided and unaided) in the bicycle segment
IMPACT	The wide range of Hero cycles has ensured that there is no neighbourhood that has not seen its fair share of Hero cycles
POWER FACTOR	Guinness world record holder for manufacturing of highest number of bicycles