

Hero Moto aims to outpace industry in FY26 with EV, entry-level ride

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HERO MOTOCORP, THE country's largest two-wheeler manufacturer, has set ambitious targets for FY26, aiming to outpace the industry's projected growth of 6-7%.

The optimism is driven by a strong Q4 performance, a robust marriage season, and sustained momentum in both its core and premium segments.

In its post-earnings call, the company reported significant market share gains — 600 basis points in the entry-level segment and 250 basis points in the 125 cc category during the March quarter — both key drivers for rural market growth.

The company said it will continue to grow its market share in retail sales this fiscal, led primarily by entry-level and 125 cc motorcycles.

"We have seen a strong bounce back in the entry segment, also in the 125 motorcycles. The growth in the 125 cc segment with product interventions, process improvement, is something that is helping us go forward," company executives told analysts.

Hero MotoCorp sold 5.9 million two-wheelers in FY25, up 5% from 5.62 million units in FY24.

The company is also betting on electric vehicles (EVs) to power its next phase of growth.