

Hero honda vission, mission, strategy

Business



Talking about the company's future plans, he added , “ We are committed to continue our world class performance, by delivering even better value to the customers in the years ahead by offering products with the latest technology, styling and performance.

Several new and exciting product launches are lined up for the future. ”

HERO HONDA STRENGTHENS ITS PATRONAGE WITH CRICKET Showcases the ICC Champions Trophy for members of the Hero Honda family in Jalandher Hero Honda, the ‘ World No. ‘ two-wheeler company and the Global Partner for all ICC cricket tournaments till 2007, has taken forward its association with cricket with the sponsorship off the ICC Champions Trophy to be held shortly. The company had on display for members of the Hero Honda family, the ICC Champions Trophy at Hotel _____ in Jalandher. Many cricket enthusiasts came to have a glimpse of the trophy, which was looking sparkling and terrific in its form.

MISSIONHero Honda's mission is to strive for synergy between technology, systems and human resources, to produce products and services that meet the quality, performance and price aspirations of its customers. At the same time maintain the highest standards of ethics and social responsibilities.

Vision The Hero Honda story began with a simple vision – the vision of a mobile and an empowered India, powered by Hero Honda. This vision was driven by Hero Honda's commitment to customer, quality and excellence, and while doing so, maintaining the highest standards of ethics and societal responsibilities. Hero Honda believes that the fastest way to turn that dream into a reality is by remaining focused on that vision. **Strategy** Hero Honda's key strategy has been driven by innovation in every sphere of activity –

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building a robust product portfolio across categories, exploring new markets, aggressively expanding the network and continuing to invest in brand building activities.

Manufacturing Hero Honda bikes are manufactured across three globally benchmarked manufacturing facilities. Two of these are based at Gurgaon and Dharuhera which are located in the state of Haryana in northern India. The third and the latest manufacturing plant is based at Haridwar, in the hill state of Uttarakhand. **Technology** In the 1980's Hero Honda pioneered the introduction of fuel-efficient, environment friendly four-stroke motorcycles in the country. Today, Hero Honda continues to be technology pioneer. It became the first company to launch the Fuel Injection (FI) technology in Indian motorcycles, with the launch of the Glamour FI in June 2006.

Products Hero Honda's product range includes variety of motorcycles that have set the industry standards across all the market segments. The company also started manufacturing scooter in 2006. Hero Honda offers large no. of products and caters to wide variety of requirements across all the segments. **Distribution** The company's growth in the two wheeler market in India is the result of an intrinsic ability to increase reach in new geographies and growth markets.

Hero Honda's extensive sales and service network now spans close to 4500 customer touch points. These comprise a mix of authorized dealerships, Service & Spare Parts outlets, and dealer-appointed outlets across the country. **Brand** The company has been continuously investing in brand building utilizing not only the new product launch and new campaign launch

opportunities but also through innovative marketing initiatives revolving around cricket, entertainment and ground- level activation. Hero Honda has been actively promoting various sports such as hockey, cricket and golf. Hero Honda was the title sponsor of the Hero Honda FIH Hockey World Cup that was played in Delhi during Feb-March 2010.

Hero Honda also partners the Commonwealth Games Delhi 2010. 2009-10 Performance Total unit sales of 46, 00, 130 two-wheelers, growth of 23. 6 per cent Total net operating income of Rs. 15860. 51 Crores, growth of 28. 1 per cent Net profit after tax at Rs.

2231. 83 Crores, growth of 74. 1 per cent Final dividend of 1500% or Rs. 30 per share on face value of each share of Rs. 2 EBIDTA margin for the year 17.

4 per cent EPS of Rs. 111. 77, growth of 74. 1 per cent