

**HERO MOTOCORP LIMITED**  
**(DHARUHERA IN HARYANA)**

**REPORT**

*On Industrial visit B.Tech 6<sup>th</sup> Semester Electrical Engineering*

**FACULTY VISITED WITH STUDENTS:-**

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# INTRODUCTION

Department of Electrical Engineering of J.C.Bose university of science and technology, YMCA Faridabad conducted an industrial visit to HERO MOTOCORP LIMITED on 7<sup>th</sup> of February. Twenty six students of 3<sup>rd</sup> year (Sixth semester) from Electrical Engineering departments of YMCA Faridabad, visited HERO MOTOCORP LIMITED Dharuhera Plant (Haryana) with faculty members Dr. Rajesh Ahuja, Mr. Pawan. The main aim of the visit was to familiarize students how industries work and the environment of the industries.



Training Incharge Sudhanshu and Ladli Sharma from of Panipat Thermal Power Plant briefed students about working of the plant of hero motocorp. Firstly he brified us about the history of the Hero motocorp Then he explained the various processes involved in making a bike. During plant visit, we learnt how bikes are manufactured.



## **DHARUHERA PLANT**

### **HISTORY**

Hero Honda started its operations in 1984 as a joint venture between Hero Cycles (sometimes called Hero Group, not to be confused with the Hero Group food company of Switzerland) of India and Honda of Japan. 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. In June 2012, Hero MotoCorp approved a proposal to merge the investment arm of its parent Hero Investment Pvt. Ltd. with the automaker. This decision came 18 months after its split from Hero Honda. "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 owned 26% stake in the Company. 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 emphasised the motorcycle's fuel efficiency helped the company grow at a double digit pace since inception. In 2001, the company became the largest two-wheeler manufacturing company in India and globally. It maintains global industry leadership to date. The technology in the bikes of Hero Motocorp (earlier Hero Honda) for almost 26 years (1984–2010) has come from the Japanese counterpart Honda.

## **Termination of Honda joint venture**

By December 2010, the board of directors of the Hero Honda Group had 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 Nepal, Bangladesh and Sri Lanka) and the termination would mean that Hero Group could now export. Since the beginning, the Hero Group relied on their Japanese partner Honda for the technology in their bikes. The Japanese auto maker will exit the joint venture through a series of off market transactions by giving the Munjal family—which held a 26% stake in the company—an additional 26%. Honda, which also has an independent fully owned two-wheeler subsidiary—Honda Motorcycle and Scooter India (HMSI)—will exit Hero Honda at a discount and get over 6,400 crore for its stake. The discount will be between 30% and 50% to the current value of Honda's stake as per the price of the stock after the market closed on December 16, 2010.

## **Formation of Hero MotoCorp**

The name of the company was changed from Hero Honda Motors Limited to Hero MotoCorp Limited on 29 July 2011. The new brand identity and logo of Hero MotoCorp were developed by the British firm Wolff Olins. The logo was revealed on 9 August 2011 in London, to coincide with 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 vendor for its components instead of just Honda-approved vendors. On 21 April 2014, Hero MotoCorp announced their plan on a 254 crore (US\$40 million) joint venture with Bangladesh's Nitol Niloy Group in the next five years. Also Hero updated its 100cc engine range in 2014 for 100cc bikes except Hero Dawn.

## **OPERATIONS**

Hero MotoCorp has five manufacturing facilities based at Dharuhera, Gurgaon, Neemrana, Haridwar and Halol under Green Field stage. These plants together have a production capacity of 76 lakh+ 2-wheelers per year. Hero MotoCorp has a sales and service network with over 6,000 dealerships and service points across India. It has a customer loyalty program since 2000, called the Hero Honda Passport Program which is now known as Hero GoodLife Program. It is reported that Hero MotoCorp 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 components. The company has a stated aim of achieving revenues of 64,000 crore (US\$10 billion) and volumes of 10 lakh two-wheelers by 2016–17. This in conjunction with new countries where they can now market their two-wheelers following the disengagement from Honda. Hero MotoCorp hopes to achieve 10 per cent of their revenues from international markets, and they expected to launch sales in Nigeria by end-2011 or early-2012.

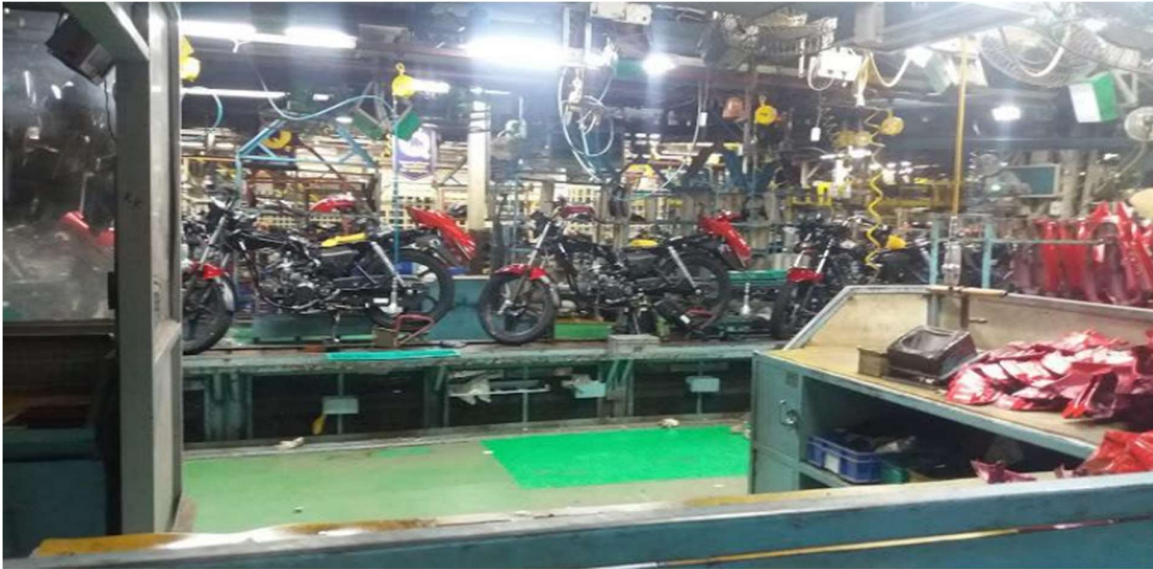
## **HOW DOES THE PLANT WORKS?**

Dharuhera plant operates in three shifts Shift A, Shift B, Shift C, The total capacity of all three shift is of 7000 Bikes per day but at the time of visit only Shift A was in operation which produces 2000 bikes only.

Firstly, Mrs Ladli sharma tooked us to the assembly lines we saw how the fuel tank of the bikes are made in fuel tank process three types of welding is required arfter welding they test them for any type of leakages after passing the process they goes through the painting process. Three coating of paint is applied after the paint a shining layer is also made which leds to shining of the vehicle.

After this process the fine parts go for sticker pasting line. Then we went to the assembly line of the vehicle. Dharuhera plant have 3 assembly line numbers of workers work on the assembly line the

assembly line continuously operates. These assembly lines have trolleys attached with them initially the trolleys are filled with all the required parts after this a particular worker has to attach the parts.



### **ASSEMBLY LINE**

Each bike gets ready in 17.3 seconds only which means after every 17.3 seconds one bike gets ready and is kept down from the conveyor.

After this we went to the Engine assembly where they make engines of the bike. The drilling and cutting is done by the robots. After the complete assembly of the Engines they manufacture them to other plants as well to other countries also.



### **STORAGE OF BIKE**

## **HOW DOES THEY TRAIN THEIR WORKER**

When new trainees are appointed then HR team train them starting from the Gurukul with some expert lectures. This training is of 12 months every trainees are trained in each lab they have. Before going to the plant the trainees are provided with the virtual training of how the plant works and they work on virtual machines which gives them real life experience.

### **Company performance**

The company has sold over 4.7 crore 2-wheelers since its inception in 1984 till March 2013. It sold 60.7 lakh 2-wheelers in 2012, out of which 55 lakh were motorcycles. Hero Motocorp sells more two wheelers than the second, third and fourth placed two-wheeler companies put together. Its most popular bike Hero Honda Splendor sells more than ten lakh units per year. In 2013, Hero MotoCorp registered best ever calendar year performance of more than 61 lakh unit sales. By selling 6,25,000 units in the month of October, it became the first-ever manufacturer to cross landmark 6 lakh unit sales in a month. In the last quarter of the year or say in the festive season, the company sold more than 16 lakh units, while in non festive time in April–May 2013, it managed to sell out quite good numbers of units 11 lakh.

## **SOME GLIMPS OF THE VISIT**

At GURUKUL:-



## **OUTCOME OF THE TRIP:-**

It was a very amazing as well as educational trip. We enjoyed a lot as well as got to learn about the manufacturing of hero motor bikes. We are very thankful to the department of Electrical Engineering and Dr. Anju Gupta Mam and faculty members for organizing this wonderful trip and we wish that our department may continue to organize such educational trips in the near future too.