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# **Hero Honda Plans Entry Into Foreign Markets**



Hero Honda might have lost its technology partner but it has gained freedom to execute its plans according to its whims and fancies. The world's largest two-wheeler maker now plans to enter global markets and is considering setup of plants and assembly operations overseas. The company is also looking at developing foreign specific markets as the lower capacity bikes sold in India will be inadequate there. Few of the countries on the company's target includes South East-Asia, Africa and Latin America.

"We now want to go global. As we build up operations overseas, we will look at manufacturing and assembly operations abroad," Anil Dua, Sr. VP (marketing and sales), Hero Honda, said.

[box]If Hero MotoCorp goes global, it will benefit Indian enthusiasts more as the company will make higher capacity machines for the foreign markets.[/box]

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