

Publisher's notice

Due to errors during the typesetting and editorial process, the publishers of Emerald Emerging Markets Case Studies have decided to reprint the case *Hero Cycles: operating break-evens* by Monica Singhanian, Navendu Sharma, J. Yagnesh Rohit and Nimit Mehra which appeared in the 2013 volume. An amended version of the case can be found here [10.1108/EEMCS-2014-4444](https://doi.org/10.1108/EEMCS-2014-4444).