

Blue Dart Center, Sahar Airport Road,  
Andheri (East), Mumbai - 400 099, India  
Tel.: 2839 6444  
Fax: 2824 4131  
CIN : L81074MH1991PLC061074  
www.bluedart.com  
communications@bluedart.com

October 09, 2025

To,  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort  
Mumbai – 400 001  
Scrip Code - 526612

National Stock Exchange of India Ltd  
Exchange Plaza, C-1, Block G  
Bandra Kurla Complex, Bandra East,  
Mumbai – 400 051  
NSE Symbol - BLUEDART

**Sub: Press Release**

Dear Sir / Madam,

Please find enclosed herewith press release being issued by the Company announcing “Blue Dart Launches Instant Digital Account Opening Platform.”

Please take note of the same.

Thanking you.

Yours faithfully,  
For **Blue Dart Express Limited**

**Tushar Gunderia**  
**Company Secretary &**  
**Head-Legal & Compliance**

## PRESS RELEASE

### Blue Dart Launches Instant Digital Account Opening Platform

*Seamless 5-step onboarding lets businesses open accounts in 10 minutes and ship instantly*

**Mumbai, 9th October 2025:** Blue Dart Express Limited, South Asia's premier express air and integrated logistics company, today announced the launch of its Digital Account Opening (DAO) Journey. This new digital platform offers an instant self-onboarding solution, empowering businesses of all sizes to open accounts and start shipping with Blue Dart in just 10 minutes.

The DAO platform will power businesses and fuel their growth by enabling them to open accounts anytime, anywhere, through a seamless five-stage digital journey: *profile creation, plan selection, KYC verification, Aadhaar-enabled agreement signing, and prepaid card recharge*. Once complete, customers can immediately begin shipping using their Digital Prepaid Card (DPC), while every interaction is intelligently tracked and supported in real time by Blue Dart's system.

To make the onboarding process more engaging, customers gain early access to Blue Dart's customer dashboard, offering control of the company's tools and services to enrich a customer's shipping experience. Post onboarding, they can choose from three pre-defined shipping plans or opt for a customized plan tailored to their business needs.

Commenting on the launch, **Dipanjan Banerjee, Chief Commercial Officer, Blue Dart Express, said:** *"The launch of our Digital Account Opening Journey marks a pivotal step in simplifying logistics for businesses of every scale. By reducing onboarding time from days to minutes, we are empowering MSMEs, e-commerce sellers, and growing enterprises to ship faster and more seamlessly. This innovation reflects our commitment to digital transformation, customer-centricity, and future-ready logistics solutions."*

The DAO Journey is now live at [www.bluedart.com](http://www.bluedart.com). Businesses can easily access the platform via the 'Open Your Account' section on the website and start shipping instantly. Successful sign-ups also receive a digital welcome kit, underscoring Blue Dart's commitment to transparency and trust from the very first step. With this launch, Blue Dart continues to strengthen its position as the Provider of Choice, leading with technology-driven innovations that simplify shipping and deliver excellence at every step.

#### **About Blue Dart:**

Blue Dart Express Ltd., South Asia's premier express air and integrated transportation & distribution company, offers secure and reliable delivery of consignments to over 56,400+ locations in India. Blue Dart is a provider of choice for its stakeholders due to its customer centric approach and aims to further strengthen this partnership. As part of DHL Group's DHL eCommerce division, Blue Dart accesses the largest and most comprehensive express and logistics network worldwide, covering over 220 countries and territories, and offers an entire spectrum of distribution services including air express, freight forwarding, supply chain solutions, customs clearance etc.

The Blue Dart team drives market leadership through its motivated people, dedicated air and ground capacity, cutting-edge technology, wide range of innovative, vertical specific products and value-added services to deliver unmatched standards of service quality to its customers. Blue Dart's market leadership is further validated by its position as the nation's most innovative and awarded express logistics company for exhibiting reliability, superior brand experience and sustainability which include recognition as one of 'India's Best Companies to Work For' by The Great Place to Work® Institute, India, ranked amongst 'Best Multinational Workplaces in Asia' by The Great Place to Work® Institute, Asia, voted a 'Superbrand' and 'Reader's Digest Most Trusted Brand', and has achieved the ISO/IEC 27001:2022 certification. It has also been listed as one of Fortune 500's 'India's Largest Corporations' and Forbes 'India's Super 50 Companies' to name a few. Blue Dart's Diversity and Inclusion initiatives have also led to it being recognized as one of India's 'Best Workplaces for Women' in 2021 and 'Best Organisations for Women' in 2025 for the 4<sup>th</sup> time by the ET Now. Furthermore, Blue Dart was awarded the 'Best In-House Legal Team' award in the logistics category at The Economic Times Global Legal Awards 2024-2025.

Blue Dart fulfils its social responsibility through its Go Programs namely Go Green – Climate Protection, Go Help - Drinking Water, Livelihood, Health, Disaster Management and Go Teach - Education.

**For more information, please contact:**

<p>Blue Dart Express</p> <p><b>Deepika Jagasia:</b> Manager - Corporate Communications &amp; Sustainability <a href="mailto:DeepikaJ@bluedart.com">DeepikaJ@bluedart.com</a></p> <p><b>Chirag Parmar:</b> Sr. Executive - Corporate Communications &amp; Sustainability <a href="mailto:Cparmar@bluedart.com">Cparmar@bluedart.com</a></p>	<p>Kaizen Communication</p> <p>Sahil Raj: Senior Manager- Public Relations <a href="mailto:sahil.raj@kaizencomm.com">sahil.raj@kaizencomm.com</a></p>
--	---