

April 15, 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.

Please take note of the same.

Thanking you.

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



  
Tushar Gumberia  
Company Secretary &  
Head-Legal & Compliance

## PRESS RELEASE

### **Blue Dart Powers Economic Prosperity in the Northeast with Express Connectivity**

**Guwahati, 15<sup>th</sup> April 2025:** Blue Dart Express Limited, South Asia's premier express air and integrated transportation & distribution company, announced the expansion of its network with the introduction of Guwahati as a direct flying location last year. This strategic move was driven by Blue Dart's vision to empower Northeast India, a zone that plays a pivotal role in the country's economic growth, to provide them with a window to scale business in the region. Known for its vast consumption base and emerging business hubs, Guwahati serves as a key centre for industries such as Tea, Handicrafts, Pharmaceuticals, and more.

Through this strategic move, Blue Dart will offer a robust next-day service to the city and a 48-hour delivery timeline to neighbouring states, catering to the region's rapidly growing consumption ecosystem. This enhanced connectivity will help boost local businesses while also ensuring that companies in Northeast India can seamlessly reach customers across the country within 24 to 48 hours. This service also offers late cut-off times and early delivery options, maximizing flexibility for customers. With minimized delivery times and optimized transit schedules, businesses handling high-value or perishable goods will benefit from enhanced reliability, reduced damages, and quicker access to markets.

Blue Dart's dedicated network, supported by specialized infrastructure, a robust fleet of ground vehicles, and expanding aircraft operations with two Boeing 737-800 freighters ensures optimized operational efficiency. These freighters operate with a capacity of 21 tons per flight, facilitating efficient movement of goods across key markets and ensuring faster turnarounds. By bridging critical markets and facilitating smoother trade routes, Blue Dart will empower local enterprises, MSMEs, and large businesses to access wider markets across the country, while also laying the foundation for stronger global linkages through Blue Dart's extensive network.

**Balfour Manuel, Managing Director, Blue Dart Express,** stated, *"Blue Dart's entry into Northeast India is more than just extending our network, it is about creating economic momentum in a region with immense potential. The Northeast handles substantial inbound and outbound cargo volumes annually, with significant growth potential in sectors such as agriculture, handloom, and handicrafts. Home to thriving MSMEs, the Northeast is experiencing rising demand for efficient logistics solutions to connect local businesses to national and global supply chains. By improving access to reliable, time-definite delivery, we will enable businesses of all sizes to scale operations, reduce turnaround times, and foster sustainable growth."*

**Dipanjan Banerjee, Chief Commercial Officer, Blue Dart Express,** said, *"At Blue Dart, we firmly believe that logistics is the backbone of progress - it is about connecting businesses to opportunities, touching lives through reliable service, and enabling growth that transforms communities. Our commitment goes beyond mere delivery; we aim to empower enterprises with a seamless, cutting-edge logistics infrastructure tailored to their ambitions. With our expanded network and next-day services, businesses in Northeast India can now enjoy greater operational flexibility, effortlessly scale their offerings, and tap into national markets with unprecedented speed, fostering both economic growth and regional integration."*



Blue Dart's innovative use of technology, including API integration and real-time supply chain tracking, ensures operational efficiency and transparency throughout the delivery process. Through expanded air capacity, improved connectivity, and ongoing investments, Blue Dart is creating a ripple effect of economic growth—supporting the local economy, fostering entrepreneurship, and driving market integration. Through this enhanced connectivity, Blue Dart is reinforcing its position as the logistics partner of choice for businesses in Northeast India, helping them reach new heights of growth and success.

### **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 56,000+ 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', 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 2022 by the Economic Times.

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:**

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