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August 12, 2023

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

To,
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,

Enclosed please find herewith Press Release issued by the Company.

Kindly take the same on your records.

Thanking you.

Yours faithfully,
For **Blue Dart Express Ltd.**


Tushar Gunderia TUSHAR JAYANT GUNDERIA
Head (Legal & Compliance) &
Company Secretary

Digitally signed by
TUSHAR JAYANT
GUNDERIA
Date: 2023.08.12
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Encl: As above

Blue Dart Unveils Ambitious Expansion Plan on India's Independence Day

Mumbai, 12th August '23 - Blue Dart, South Asia's leading express air and integrated transportation & distribution company, is all set to embark on a momentous chapter of growth and service to commemorate India's Independence Day. As part of the 'Azadi Ka Amrit Mahotsav' initiative, in celebration of the nation's Independence Day, the company proudly announces the inauguration of 15 company-owned retail stores, along with 15 franchise collection centres, 15 express selling agents, and 15 regional service provider franchisees across the length and breadth of the country. Additionally, to mark the Independence Day, the company will extend its presence to 76 Pin Codes across the nation.

This ambitious expansion plan exemplifies Blue Dart's unwavering dedication to its customers and the nation. By strategically establishing new retail stores, franchise collection centres, express selling agents, and regional service provider franchisees, Blue Dart aims to extend its reach and services to every corner of India. These additions to the company's network will enhance accessibility, streamline logistics operations, and ensure seamless delivery solutions for a broader customer base.

The new retail stores will be strategically located in key regions, including Ambala, Ghaziabad, Ludhiana, Gwalior, Durg, Madurai, Vijayawada, Secunderabad, Palam, Bhubaneswar, Kolkata, amongst others, extending Blue Dart's presence across rural markets in India. The effort is towards boosting trade and supporting 'Nation First, Always First', the theme of this year's Independence Day celebrations. With this expansion, Blue Dart would cover over 55,000+ locations, reinforcing its position as South Asia's foremost logistics provider.

Ketan Kulkarni, Chief Commercial Officer Blue Dart, stated, "Our focus has always been on serving the nation and meeting the evolving needs of our customers. Our expansion comes at a time when technology is bridging the gap between India and Bharat, which resides in Tier II & III towns. The proliferation of high-speed internet and smartphones has revolutionized various sectors, making products more accessible to consumers. Across the nation, we want to be Provider of Choice for all your logistics requirements."

With approximately 700+ retail stores (including DHL) already operating across India, Blue Dart has established itself as the most reliable, resilient, and responsive logistics partner, offering quick turnaround times and direct access to pin-codes across the country. The expansion is a testament to the company's commitment to a customer-centric approach as a key market differentiator. As the company continues to grow, it remains steadfast in its pursuit of excellence, constantly striving to deliver seamless logistics solutions and contribute to the progress and prosperity of the country.

About Blue Dart Express Ltd:

Blue Dart Express Ltd., South Asia's premier express air, integrated transportation & distribution company, offers secure and reliable delivery of consignments to over 55,000+ locations in India. Blue Dart is the 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, exhibiting reliability, superior brand experience, and sustainability. This includes recognition as one of 'India's Best Companies to Work For' by The Great Place to Work® Institute, India, being 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 its recognition as one of India's 'Best Workplaces for Women' in 2021 and 'Best Organizations for Women' in 2022 by the Economic Times. Blue Dart fulfills its social responsibilities in climate protection (GoGreen), disaster management (GoHelp), and education (GoTeach) through its GoPrograms.

