

October 20, 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

Dear Sir / Madam,

**Sub: Press Release**

Enclosed please find herewith Press Release proposed to be issued by the Company.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

For **Blue Dart Express Ltd.**

**Tushar Gunderia**  
**Head (Legal & Compliance) &**  
**Company Secretary**

Encl: as above

## Blue Dart's announces 'Diwali Express': Offers discounts on Domestic & International Shipments

- Offer valid till 19<sup>th</sup> November 2023

**Mumbai, 20<sup>th</sup> October'23:** Blue Dart Express Limited, the leading express air transportation, integrated logistics, and distribution company in South Asia, is delighted to announce its 'Diwali Express' promotion, adding a touch of radiance to this festival. This special offer is valid until November 19th, 2023, providing customers with discounted rates on all Diwali gift shipments, whether destined for domestic or international locations.

During this period, customers can enjoy substantial discounts of a flat 40%\* on domestic shipments for DP Duts weighing 2 to 10 kgs, and up to 50% on international non-document shipments weighing 3 kgs, 5 kgs, 10 kgs, 15 kgs, 20 kgs, and 25 kgs in key markets. As part of this Diwali celebration, Blue Dart is also offering the Go Green Plus solution, an eco-friendly shipping option that empowers customers to offset the carbon emissions generated during the journey of their shipments, aligning with Blue Dart's commitment to sustainability.

Blue Dart remains steadfast in its commitment to continually enhancing its products and services, offering added value to its customers. Through the 'Diwali Express' offer, customers can spread joy to their loved ones' homes by sending gift hampers, sweets, apparel, and more to over 55,000+ locations within India, as well as to 220 countries and territories worldwide.

On the offering, **Ketan Kulkarni, Chief Commercial Officer at Blue Dart**, said, *"This festive season, we are happy to bring back the Diwali Express Offer, a special initiative designed to make this festive season even more joyous for our customers. Our aim is to enhance the joy of Diwali by enabling customers to send personalized gifts to their loved ones, backed by the trust of Blue Dart's seamless and timely deliveries, across the country and the globe. Customer satisfaction remains our top priority, and these discounts will undoubtedly bring smiles to their faces on this joyous occasion."*

For service inquiries, customers can contact the Customer Care Number at 1860 233 1234 or email at [customerservice@bluedart.com](mailto:customerservice@bluedart.com). To find the nearest Blue Dart counter, please visit <http://www.bluedart.com/> or use the 'My Blue Dart' mobile application, available on the Apple Store and Play Store.

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### About Blue Dart Express Ltd:

Blue Dart Express Ltd., South Asia's premier express air and integrated transportation & distribution company, offers secure and reliable delivery of consignments to over 55,000+ 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 of climate protection (GoGreen), disaster management (GoHelp) and education (GoTeach) through its GoPrograms.

**For more information, please contact:**

<b>Blue Dart Express</b> Priya Zutshi PR Head <a href="mailto:PriyaZ@bluedart.com">PriyaZ@bluedart.com</a>	<b>Perfect Relations Pvt. Ltd</b> Sushmita Srivastava Associate Manager <a href="mailto:Sushmita.Srivastava@dentsu.com">Sushmita.Srivastava@dentsu.com</a>
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