

**BLUE DART**  
E X P R E S S L I M I T E D



Blue Dart Center, Sahar Airport Road,  
Andheri (East), Mumbai - 400 099, India  
Tel.: 2839 6444  
Fax: 2824 4131  
CIN : L61074MH1991PLC061074  
www.bluedart.com  
communications@bluedart.com

September 22, 2020

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,

Please find enclosed herewith press release being issued by the Company in respect of General Price Increase (GPI) w.e.f. January 1, 2021.

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 Express Ltd. announces General Price Increase w.e.f. January 1<sup>st</sup>, 2021**

- *Customers signing up from October 1<sup>st</sup> to December 31<sup>st</sup> 2020 will not be impacted by the price increase.*

**Mumbai, 22<sup>nd</sup> September 2020:** Blue Dart Express Limited, South Asia's premier express air and integrated transportation and distribution express logistics company, today announced its **General Price Increase (GPI), effective January 1<sup>st</sup> 2021**. The average shipment price increase will be 9.6% as compared to 2020, dependant on the shipping profile.

Blue Dart adjusts its prices annually, taking into account inflation, currency dynamics, fuel cost fluctuations and other rising regulatory and mandatory costs, such as expenses related to compliance for the workforce with enhanced security regulations across the large number of locations it services.

Commenting on the announcement, **Balfour Manuel, Managing Director, Blue Dart** said, "Blue Dart offers a wide range of innovative and simplified solutions across industry verticals. Embodying our role as the Trade Facilitator to the nation, our teams worked every single day through the pandemic, ensuring that the mission critical supply chain remained functional. As we adapt to the new normal, Blue Dart is taking every necessary step to consistently improve and enhance customer experience. The General Price Increase will account for the cost we have incurred and invested in our infrastructure and technology to provide our customers with the BEST experience. We intend on further enhancing our capabilities and especially in light of the pandemic, providing more sustainable solutions to our customers by utilizing the power of technology and digitization for first, middle and last mile deliveries. We intend on continuing our winning streak as a Trusted Brand to our customers and ensure that we take every measure in being their Provider of Choice."

**Ketan Kulkarni, CMO & Head - Business Development, Blue Dart** adds, "Blue Dart, being the leader in the express logistics industry, has made strategic investments ahead of the curve to remain agile and adaptive in a dynamic environment. These include expanding our reach, improving transit times, network optimisation, infrastructure and technology solutions and focusing on emerging markets, SMEs and key sectors".

As a Provider of Choice for leading organisations in the country across sectors such as e-commerce, Lifesciences & Healthcare, Automobiles, Consumer Electronics, Banking / Financial Services & Insurance; Blue Dart is committed to continuously invest in technology, automation & infrastructure in order that the solutions offered are industry benchmarks and in par with global standards .



# BLUE DART

---

**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 35,000 locations in India. As part of Deutsche Post DHL Group's DHL eCommerce Solutions 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.

Under the DHL group motto of "Connecting People, Improving Lives", Blue Dart focuses its corporate responsibility under three pillars - GoTeach (Championing education), GoGreen (Protecting the environment) and GoHelp (Structured engagement with communities & Disaster management response).

---

**For further information, contact:**

<b>Perfect Relations:</b>  <b>Snigdha Vishal</b> +91 9819170087  <a href="mailto:svishal@perfectrelations.com">svishal@perfectrelations.com</a>	<b>Blue Dart:</b>  <b>Shilpa Sanghai</b> Head – PR, Corporate Communications & Sustainability <a href="mailto:shilpasanghai@bluedart.com">shilpasanghai@bluedart.com</a>  +91 7710817494
--	---

