

September 28, 2022

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 issued by the Company.

Kindly take the above on your records.

Thanking you,

Yours faithfully,

For **Blue Dart Express Ltd.**

TUSHAR JAYANT
GUNDERIA
Digitally signed by
TUSHAR JAYANT
GUNDERIA
Date: 2022.09.28
18:20:49 +05'30'

Tushar Gunderia
Head (Legal & Compliance) &
Company Secretary

Encl: as above

Press Release

Blue Dart announces General Price Increase w.e.f. January 1st, 2023

- *Customers signing up from October 01st to December 31st 2022 will not be impacted by the price increase.*
- *Ship To Profile concept to be implemented.*

Mumbai, September 28th 2022: 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 from January 1st 2023**. The average shipment price increase will be 9.6% as compared to 2022, dependant on the shipping profile.

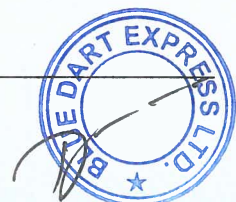
Blue Dart is recognised for its market-leadership in future-ready solutions with exceptional service quality, these standards are also benchmarked by the express logistics providers in the industry. In order to consistently provide a resilient, reliable and efficient solution to the customers, Blue Dart adjusts its prices annually, taking into account inflation, currency dynamics, fuel cost instabilities, growing regulatory costs and other mandatory costs, such as expenses related to compliance for the workforce with enhanced security regulations across 55,000+ locations it services.

Elaborating on the announcement, **Balfour Manuel, Managing Director, Blue Dart** said, *"Under the group's new sustainability roadmap, Blue Dart has made significant investments in developing future-ready technology that can protect the environment and at the same time deliver excellence in a sustainable way. Paving the way for our customers to create sustainable logistics aimed at lowering the ecological footprint, to create a balance between financial growth, environment care, and health of society. Our annual increase is more inflation related and enables us to sustain service quality and cost increases"*.

Ketan Kulkarni, Chief Commercial Officer, Blue Dart adds, *"As the world is witnessing huge global and environment impact on businesses, Blue Dart is trying to be prudent with a determined approach to consistently update our systems and processes, to ensure that we remain one step ahead of the curve even during challenging situations. Automation and technology have always been major pivots of our business, not only to ensure customer satisfaction, but also to make sustainable choices that secure a future for the generations of tomorrow"*.

High inflation, rising interest rates, high input costs have all taken a toll on the margins of the business. Modest GDP growth, slow pace of recovery owing to global supply chain bottlenecks, all of which necessitates a marginal price increase. 'Ship To Profile' will be a new derivative concept, which is being introduced to give benefit to large volume shippers and also correct prices for other shippers.

As a Preferred Express Logistics Provider for leading organisations in the country across sectors such as E-commerce, Lifesciences & Healthcare, Automobiles, Consumer Electronics, Banking / Financial Services & Insurance; Blue Dart has also been investing aggressively to expand its reach further in emerging markets, improving transit times, revamping infrastructure and future technologies. Blue Dart is making these strategic investments to get the first mover advantage and remain agile and adaptive.



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 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. 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:**Blue Dart Express Ltd.**

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