

September 29, 2021

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

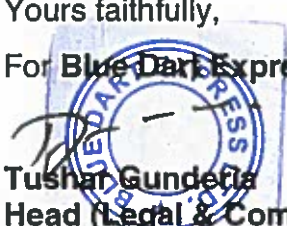
Enclosed please find herewith press release issued by the Company.

Kindly take the same on your records.

Thanking you,

Yours faithfully,

For **Blue Dart Express Ltd.**



Tushar Gunderla
Head (Legal & Compliance) &
Company Secretary

Encl: as above

Press Release

Blue Dart announces General Price Increase w.e.f. January 1st, 2022

- *Customers signing up from October 01st to December 31st 2021 will not be impacted by the price increase.*

Mumbai, September 29th 2021: 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 2022. The average shipment price increase will be 9.6% as compared to 2021, dependant on the shipping profile.

Blue Dart prides itself on its future-ready solutions and has ensured that all its customers are provided with exceptional service quality despite the pandemic; an attribute that is benchmarked by the express logistics provider in the industry. In order to continue providing a resilient, reliable and efficient solution to customers, Blue Dart adjusts its prices annually, taking into account inflation, currency dynamics, fuel cost fluctuations, rising regulatory costs and other mandatory costs, such as expenses related to compliance for the workforce with enhanced security regulations across 35,000+ locations it services.

Commenting on the announcement, **Balfour Manuel, Managing Director, Blue Dart** said, "Over the last year and a half, innovation, adoption of technology, agility of our systems and our workforce, have all showcased the resiliency of the Blue Dart brand. Our persistent need to consistently update our systems and processes, has ensured that we remain one step ahead of the curve even during unprecedented times. We need to always trouble-shoot for potential challenges today in order to guarantee a satisfied customer at all times. Annual increase is more inflation related and enables us to sustain service quality and cost increases. At the same time, we also try to make a significant contribution to improving our environmental footprint and remain a Sustainable Provider of Choice."

Ketan Kulkarni, CMO & Head - Business Development, Blue Dart adds, "Blue Dart has thrived during the pandemic and continues to remain cautious yet optimistic on the way forward. 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. Our innovation will continue to remain persistent to provide customers with only the best in class services with future ready technologies."

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

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.

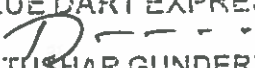
Under the DHL group motto of "Connecting People, Improving Lives", Blue Dart focuses its corporate responsibility under three pillars - GoTeach (Championing education), GoGreen (Protecting the environment) and GoHelp (Structured engagement with communities & Disaster management response).

For more information, please contact:

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CERTIFIED TRUE COPY

For BLUE DART EXPRESS LTD.


TUSHAR GUNDERIA
COMPANY SECRETARY &
HEAD - LEGAL & COMPLIANCE