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September 30, 2024

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

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

Blue Dart to Implement General Price Increase w.e.f. January 1st, 2025

- Customers signing up from October 01st to December 31st, 2024, will not be impacted by the price increase.

Mumbai, 30th September 2024: Blue Dart Express Limited, South Asia's premier express air and integrated transportation and distribution express logistics company, part of the DHL Group, today announced its General Price Increase (GPI), effective from January 1st, 2025. The average price increase will be in the range of 9% to 12%, depending on product variabilities and the shipping profile.

In its ongoing commitment to delivering reliable and efficient logistics solutions, Blue Dart conducts a comprehensive annual review of its pricing structure. This essential decision ensures the continued provision of quality service while fostering sustainable ecosystem collaboration. The pricing adjustments for 2025, which include inflationary adjustments and cost rationalization, are designed to partly cover spiraling long-term costs, such as rising input costs to operations, including but not limited to airline operating costs and infrastructure costs, while also supporting customers with customized and seamless deliveries. These measures help uphold Blue Dart's high standards amidst inflationary pressures, complexities in the global supply chain, and dynamic changes in the domestic landscape. By proactively addressing these challenges, Blue Dart aims to sustain exceptional service for its customers and effectively support its partners.

Balfour Manuel, Managing Director of Blue Dart, commented on the announcement: "As we step into 2025, we remain committed to delivering exceptional, reliable services. This price adjustment is essential for sustaining our operational excellence while continuing to offer solutions centered on the needs of our stakeholders. In conjunction with our annual price adjustment, we are also mobilizing investments to expand our network, adopt the latest technologies, and enhance our service offerings. We are primed to capitalize on new opportunities and deliver even greater value to our customers and stakeholders."

As the trade facilitator for prominent organizations in key sectors such as e-commerce, healthcare, automobiles, consumer electronics, and BFSI (banking, financial services, and insurance), Blue Dart continues to set industry standards. The company's ongoing expansion of its electric vehicle (EV) fleet reflects its commitment to sustainability and reducing its carbon footprint. Additionally, Blue Dart stands as a frontrunner in harnessing drone technology for commercial use in the logistics sector.

About Blue Dart:

Blue Dart Express Ltd., South Asia's premier express air and integrated transportation & distribution company, offers secure and reliable delivery of consignments to over 56,000+ 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.

