



Date: April 22, 2025

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400001 India

National Stock Exchange of India Limited

Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400051 India

Scrip Code: 543529

Symbol: DELHIVERY

Sub: Press Release

Dear Sir/ Madam,

Please find enclosed herewith a copy of the press release titled “**Mars Petcare Partners with Delhivery to Digitally Transform Supply Chain and Serve Pet Parents Better with AI-Powered TransportOne**”.

Kindly note that the above intimation does not fall under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the same is disclosed as a measure of adoption of good corporate governance practices.

The press release will also be hosted on the Company’s website at www.delhivery.com.

You are requested to take the above on record.

Thank you.

**Yours sincerely,
For Delhivery Limited**

**Madhulika Rawat
Company Secretary & Compliance Officer
Membership No.: F8765**

Encl: As above



Delhivery Limited

Corporate Office: Plot 5, Sector 44, Gurugram - 122 002, Haryana, India
Registered Office: N24-N34, S24-S34, Air Cargo Logistics Centre-II,
Opposite Gate 6 Cargo Terminal, IGI Airport, New Delhi – 110037
(Formerly known as Delhivery Private Limited)

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PRESS RELEASE

Mars Petcare Partners with Delhivery to Digitally Transform Supply Chain and Serve Pet Parents Better with AI-Powered TransportOne

April 22, 2025 – New Delhi: Mars Petcare, a global leader in pet nutrition and well-being, has announced a strategic partnership with Delhivery Limited, for the deployment of TransportOne, Delhivery's AI-powered Transport Management System (TMS), aimed at unlocking new levels of efficiency, agility, and intelligence in Mars Petcare's logistics operations.

TransportOne is a software-as-a-service (SaaS) solution which manufacturers use to plan and manage their transport operations efficiently. It offers capabilities such as automated load planning, efficient procurement of full and part truckload services, real-time shipment tracking, electronic proof of delivery, automated billing and audits, control tower for operations monitoring and a complete analytics and reporting dashboard for end-to-end visibility.

The deployment of TransportOne marks a significant leap forward in how Mars Petcare manages and scales its logistics network. The system optimizes supply chain operations through AI powered load planning and route optimization. By analyzing data including historical performance, traffic, and weather conditions, the platform aims to improve delivery efficiency and resource allocation across India's pet care product distribution network. With these AI-driven insights, Mars Petcare aims to anticipate disruptions, reduce lead times, and optimize resource utilization—ensuring that high-quality pet care products reach retailers and pet parents across India faster, more accurately and more sustainably.

Salil Murthy, Managing Director, Mars Petcare India, said, *“At Mars Petcare, pet parent centricity is at the heart of everything we do. Being digital-first is not just about embracing new technologies—it’s about enabling faster, smarter, and more inclusive access to quality petcare. As we strive to build a better world for pets, digitization helps us reach every pet parent—whether in a metro or a remote town—with greater agility and efficiency. By integrating Delhivery’s AI-enabled TransportOne platform, we are not just digitizing our supply chain—we are future-proofing it. This partnership enhances our responsiveness, strengthens our delivery ecosystem, and ensures we meet the evolving expectations of India’s pet parents with precision, reliability, and care.”*

Surajit Das, Head of Software Solutions at Delhivery, added, *“We are excited to partner with Mars in optimizing their logistics with TransportOne. Our AI powered logistics platform is designed to provide seamless, technology-driven solutions that help manufacturers scale efficiently, improve service levels and control costs.”*

This strategic collaboration highlights Delhivery's capability to drive digital transformation for leading consumer brands, demonstrating the company's expertise in leveraging advanced logistics technologies to enhance supply chain efficiency.





About Mars

Part of Mars, Incorporated, a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love, the 85,000 Associates across 50+ countries in [Mars Petcare](#) are dedicated to one purpose: A BETTER WORLD FOR PETS. With 85 years of experience, our portfolio of almost 50 brands serves the health and nutrition needs of the world's pets – including brands [PEDIGREE](#)[®], [WHISKAS](#)[®], [ROYALCANIN](#)[®], [NUTRO](#)[™], [GREENIES](#)[™], [SHEBA](#)[®], [CESAR](#)[®], [IAMS](#)[™] and [EUKANUBA](#)[™] as well as the [Waltham Petcare Science Institute](#) which has advanced research in the nutrition and health of pets for over 50 years. Mars Petcare is also a leading veterinary health provider through an international network of over 2,000 pet hospitals and diagnostic services including [BANFIELD](#)[™], [BLUEPEARL](#)[™], [VCA](#)[™], [Linnaeus](#), [AniCura](#) and [Antech](#). We're also active in exciting new range of production and technology for pets, with [WISDOM PANEL](#)[™] genetic health screening and DNA testing for dogs and cats, the [WHISTLE](#)[™] GPS dog tracker, and [LEAP VENTURE STUDIO](#) accelerator and [COMPANION FUND](#) programs that drive in exciting new range of production and disruption in the pet care industry. We're also dedicated to providing a safe and fun place for dogs to stay and socialize at over 200 [Camp Bow Wow](#)[®] doggy daycare and boarding facilities. As a [family business](#) and guided by our principles, we are privileged with the flexibility to fight for what we believe in – and we choose to fight for: A BETTER WORLD FOR PETS.

About Delhivery

Delhivery is India's largest fully integrated logistics services provider. With its nationwide network covering over 18,700 pin codes, the Company provides a wide range of logistics services such as express parcel transportation, PTL freight, TL freight, cross-border, supply chain, and technology services. Since its inception, Delhivery has successfully fulfilled over 3.4 billion shipments and today works with over 39,000 customers, including large and small e-commerce participants, SMEs, and other enterprises and brands. The Company also provides technology solutions for transportation management, last-mile allocation, and routing, leveraging AI to enhance overall logistics efficiency.

For more information about Delhivery's software-as-a-service solutions, please visit www.getos1.com.



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