

August 11, 2026

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

Sub: Press Release

Dear Sir / Madam,

Please find enclosed herewith Press Release being issued by the Company announcing 'Rakhi Express Offers' on Domestic and International Shipments.

Please take note of the same.

Thanking you,

Yours faithfully,
For **Blue Dart Express Ltd.**



Tushar Gunderia
Head (Legal & Compliance) &
Company Secretary

PRESS NOTE

Blue Dart Celebrates #YaadonKaBandhan with Special Rakhi Express Offers

Mumbai, 11th August 2026: Every Raksha Bandhan celebrates a bond built on memories, traditions and shared moments. While families may now live across different cities and states, the festival continues to bring siblings together through Rakhis, gifts and heartfelt gestures.

This festive season, Blue Dart Express Limited, South Asia's premier express air and integrated transportation and distribution company, is celebrating these cherished connections through its **#YaadonKaBandhan** campaign. As part of the campaign, Blue Dart has introduced special Rakhi Express shipping offers to help customers send festive packages conveniently across India.

Valid from 27 July to 28 August 2026, the offer provides special flat rates on Domestic Priority shipments weighing up to 2.5 kg and discounts of up to 50% on eligible international shipments weighing between 0.5 kg and 3 kg. Customers can use the service to send Rakhis, personalised gifts and festive packages across Blue Dart's extensive domestic network.

Through the campaign, Blue Dart aims to make festive shipping more accessible while ensuring that every package is handled with care and delivered with the speed, reliability and precision associated with its express network.

Offer Details*:

Period : 27th July to 23rd August		24th August to 28th August	
Shipment Weight (In Kg)	Offer Rates	Shipment Weight (In Kg)	Offer Rates
0.5	200	0.5	300
1	400	1	500
1.5	600	1.5	700
2	800	2	900
2.5	1000	2.5	1100

**The offer is applicable only to Domestic Priority shipments. Taxes and other applicable charges, if any, will be additional. Terms and conditions apply.*

International Shipments – Period: 27 th July to 28 th August	
Campaign discount	Up to 50%
Weight Break	0.5 – 3 Kg

**Custom Duty, Taxes and other applicable charges, if any, will be additional. Terms and conditions apply.*

As families increasingly celebrate festivals across distances, dependable logistics plays an important role in ensuring that traditions continue uninterrupted. Supported by its integrated air and ground network, Blue Dart continues to connect people, businesses and communities across the country through reliable and time-definite delivery solutions.

The limited-period offer is available across Blue Dart–DHL retail stores and Franchisee Collection Centres. Customers can also avail of free doorstep pickup by booking through Blue Dart's website or Customer Care, subject to service availability.



For further details, customers may visit their nearest Blue Dart–DHL retail store, contact Blue Dart Customer Care at 022 4061 1234, or email customerservice@bluedart.com.

For more information or to book a shipment, visit www.bluedart.com.

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 56,400 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 and other value-added services.

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, with recognitions including 'India's Best Companies to Work For' by The Great Place to Work® Institute, India; 'Best Multinational Workplaces in Asia' by The Great Place to Work® Institute, Asia; 'Superbrand'; and 'Reader's Digest Most Trusted Brand'. The company has also achieved the ISO/IEC 27001:2022 certification and has been listed among Fortune 500's 'India's Largest Corporations' and Forbes 'India's Super 50 Companies', among others.

Blue Dart's Diversity and Inclusion initiatives have led to its recognition as one of India's 'Best Workplaces for Women' in 2021 and 'Best Organisations for Women' in 2026 for the fifth time by ET Edge. Furthermore, Blue Dart was awarded the 'Best In-House Legal Team' award in the logistics category at The Economic Times Global Legal Awards 2024-2025.

Blue Dart fulfils its social responsibility through its Go Programs, namely GoGreen – Climate Protection, GoHelp – Drinking Water, Livelihood, Health and Disaster Management, and GoTeach – Education.

For more information, please contact:

Blue Dart Express Ltd.:

Deepika Jagasia: Head - Corporate Communications & Sustainability

DeepikaJ@bluedart.com

Chirag Parmar: Sr. Executive - Corporate Communications & Sustainability

Cparmar@bluedart.com

Kaizen Communication:

Sahil Raj: Senior Manager- Public Relations

sahil.raj@kaizencomm.com

Sandeep Singh: Asst. Manager- Public Relations

sandeep.singh@kaizencomm.com

