

December 19, 2023

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 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

Encl: as above

Blue Dart Announces 'Merry Express': Seasonal Offers on Domestic and International Shipments

➤ Offer valid till January 15th, 2024

Mumbai, 19th December '23: Blue Dart Express Limited, South Asia's premier express-air, integrated transportation, and distribution logistics company, has announced the "Merry Express" offer ahead of the end-of-the-year festivities. This offer is valid till January 15th, 2024.

A discounted rate can be availed on all Merry Express gift shipments for both domestic and international destinations, providing customers with a comprehensive solution for all their logistics needs. While there is a flat 40% off on domestic shipments between 2 -10 kgs, and up to a 50% discount on international shipments on specific weights in the range of 3 -25 kgs across India. This offer is applicable for both domestic priority and international shipments, with conditions applied.

As a customer centric company, Blue Dart has been working on enhancing its products and services, providing added value to its customers during this festive season. With the 'Merry Express' offer, customers can spread the joy of the festive season by sending gifts to over 56,000+ locations within India, as well as to 220 countries and territories worldwide. The company employs technology and automation to ensure speed, safety, and reliability in seamless deliveries, enabling it to consistently deliver excellence at every touchpoint.

For service inquiries, customers can contact the Customer Care Number- 1860 233 1234 or email at customerservice@bluedart.com . To find the nearest Blue Dart counter, please visit <http://www.bluedart.com/> or use the 'My Blue Dart' mobile application, available on the Apple Store and Play Store.

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 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.

