

BLUE DART

EXPRESS LIMITED



Blue Dart Center, Sahar Airport Road,
Andheri (East), Mumbai - 400 099, India
Tel.: 2839 6444
Fax: 2824 4131
CIN : L61074MH1991PLC061074
www.bluedart.com
communications@bluedart.com

July 31, 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

Sub: Press Release

Dear Sir / Madam,

Please find enclosed herewith press release being issued by the Company announcing that “Blue Dart” Boosts Farmer’s Income by supporting Swades Foundation’s Safed Musli Revival in Nashik.

Please take note of the same.

Thanking you.

Yours faithfully,
For **Blue Dart Express Limited**

Tushar Gunderia
Company Secretary &
Head-Legal & Compliance

Blue Dart Boosts Farmer Income by Supporting Swades Foundation's Safed Musli Revival in Nashik

Mumbai, July 31st, 2024 – Blue Dart Express Ltd., South Asia's premier express air, integrated transportation, and distribution logistics company, proudly announces its collaboration with the Swades Foundation to revitalize Safed Musli cultivation in Nashik as part of its Corporate Social Responsibility (CSR). This joint initiative has significantly enhanced farmer incomes and provided an innovative solution for crop diversification.

Safed Musli (*Chlorophytum borivillianum*), a high-value tuber crop renowned for its medicinal properties, such as enhancing vitality, boosting immunity, and addressing gynecological disorders, had been critically endangered due to unsustainable collection and habitat loss. The tropical climate and altitude of Surgana taluka in Nashik create an ideal environment for cultivating this valuable herb. However, the high cost of planting material had deterred widespread cultivation.

Swades Foundation, a grassroots organization dedicated to rural empowerment, partnered with Blue Dart in FY'23-24 to conduct a pilot program involving 82 households in Nashik, each cultivating Safed Musli on 5 gunthas (5,000 sq feet) of land. Through comprehensive training and support from Swades, farmers were introduced to Safed Musli cultivation, provided with high-quality planting material, and guided throughout the crop cycle to the post-harvest stage. The results were remarkable, with farmers achieving a yield valued at Rs. 1,200 per kilogram, leading to an income of Rs. 28,575 per household.

Following the pilot program's success, approximately 60% of the participating farmers planned to expand their cultivation area to 20 gunthas (20,000 sq feet) this year. This expansion is expected to generate an income of Rs. 1-1.2 lakhs over a 3-4-month period in FY 2024-25. The crop not only enhanced soil health through diversification but also provided a substantial income boost, helping uplift farmers in the poorest-of-the-poor (POP) category.

The initiative's success has driven demand for Safed Musli cultivation across Swades geographies in Nashik. In FY 2024-25, the program aims to reach 54 Gram Panchayats in four blocks of Nashik, engaging 800 more farmers. Additionally, Swades Foundation plans to establish a first-of-its-kind Farmer Producer Company (FPC) dedicated exclusively to Safed Musli.

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), providing solutions to needs/issues and disaster relief (GoHelp) and education (GoTeach) through its GoPrograms.



A handwritten signature in black ink, appearing to be "S. Kumar".