

Sustainability at Blue Dart



LIVING RESPONSIBILITY

GoGreen



GoHelp



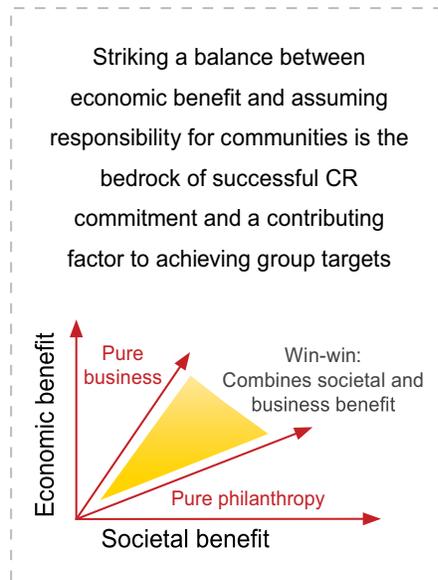
GoTeach



As an Indian company with a global outlook, we endeavor to maintain a delicate balance between economic, environmental and social interests.

Under the motto “Living Responsibility”, Blue Dart (along with DP DHL) focuses its corporate responsibility on protecting the environment (GoGreen), delivering help (GoHelp) and championing education (GoTeach). These are supported and complemented by local community initiatives, which demonstrate the voluntary commitment, special abilities and enthusiasm of employees from across Blue Dart Country.

A comprehensive strategy for fulfilling our corporate responsibility – ‘Living Responsibility’



included under the 2% CSR mandate under the Companies Act 2013.

As per Section 135 of the Companies Act, 2013, every company having net worth of ₹ 500 crore or more or turnover of ₹ 1,000 crore or more or a net profit of ₹ 5 crore or more during any financial year shall constitute a Corporate Social Responsibility (CSR) Committee of the Board consisting of three or more Directors out of which at least one Director shall be an Independent Director.

In the Meeting of Board of Directors of the Company held on February 5, 2014, Blue Dart constituted a CSR Committee as contemplated under the provisions of the law. The CSR Committee of the Board comprises of Sharad Upasani as Chairman of the Committee and Malcolm Monteiro and Anil Khanna as Members of the Committee.

The Company has also constituted its CSR Implementation / Management Committee comprising of Yogesh Dhingra, CFO & COO, Ketan Kulkarni, Head - Marketing, Corporate Communications & Sustainability and Barttanu Kumar Das, Head - Human Resources for implementation and execution of CSR initiatives adopted by the Company in accordance with the Provisions of the Companies Act, 2013.

The Company has spent ₹ 400 Lacs on CSR initiatives for the financial year 2014-2015.

Responsible business practice is the foundation of our long-term success at Blue Dart. Our goal is to become Provider, Employer and Investment of Choice through responsible business practice and a balanced approach to pursuing economic, social and environmental interests.

We take our responsibility to society, to the communities in which we operate, to our employees and to the environment seriously. We want to make a positive contribution to our world by using our knowledge and domestic / global presence in ways that benefit people and the environment.

2% CSR Mandate

Blue Dart's commitment towards the betterment of the environment and communities has been unwavering since its inception in 1983. Over the years, the company has been consistently reporting on its corporate responsibility performance, and each year, expanding its scope to include a higher number of beneficiaries that can be impacted.

With effect from April 1, 2014, Blue Dart is one of the eligible companies in India Inc. to be

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Global Volunteer Day (GVD)

Over 7,419 volunteers from Blue Dart, DHL Express, DHL Supply Chain and DHL Global Forwarding joined hands to make a difference to society during the GVD, held between 4 - 14 September, 2014. They showcased exemplary unity in spirit, vision and purpose in volunteerism, a habit embedded in the way the 4 Business Units (BUs) work together in India to collaborate and simplify business.

Global Volunteer Day 2014 allowed stakeholders such as employees, partners and customers to give back to local communities in wide ranging programs/interventions like saving lives through blood donation drives, providing midday meals, making our world greener through tree plantation initiatives, investing in future generations by teaching/motivating children from marginalized sections of society, cleaning their schools and bringing a smile to their faces. Volunteers also spent time and resources to bring happiness in the hearts of senior citizens and underprivileged children in many old age homes and orphanages.

Detailed volunteering and donation activities during GVD 2014:

GoGreen

1,655 X BU volunteers across India supported a staggering 2,942 trees with Grow-Trees.com (official partner of the United Nations Environment Program's Billion Tree Campaign and WWF's Cities for Forests Campaign). These saplings were planted at Koraput in

Orissa. Apart from this, 424 X BU volunteers participated in tree plantation drives carried out in various parts of Blue Dart Country.

Chennai, Hyderabad & Bengaluru - Sapling plantation was undertaken at various facilities across Coimbatore, Madurai, Hyderabad, Bengaluru and Tirupur. Saplings were also planted at Valluvar Gurukulam Government School, Tambaram Government School, Yarapanahalli and Government School at Anneshwara Village.

Kolkata - Saplings were planted at St. Mary's Orphanage & School, Kolkata.

Delhi & Indore - Sapling plantation at MCD School was undertaken.

Aurangabad - Saplings were planted at Vasudra, Bharati Vidyapeeth, Tekadi and Satara Parisar in Aurangabad.

Ahmedabad - Saplings were planted at Airport School, S.V.P. International Airport, Sardar Nagar.

Mumbai - Sapling plantation was undertaken at Navi Mumbai Municipal Corporation School, Navi Mumbai.

GoHelp

5,329 X BU volunteers across India contributed towards the GoHelp initiative. 1,226 X BU volunteers across 30 locations in India donated blood to save lives. 2,033 X BU Volunteers contributed 9,416 kgs of Dal for Dal by Dal Campaign with Akshaya Patra. Akshaya Patra is an NGO that runs the world's largest mid-day meals program in India. It provides mid-day meals to over 14

lakh children a day in 8 states in the country. 1,972 X BU volunteers also donated essential utilities, medicines, undertook lake cleaning, sponsored meals at various children's / old age homes and created traffic awareness amongst citizens.

Bengaluru, Madurai, Hyderabad, Chennai & Tirupur - Volunteers conducted donation drives to support various schools and organisations in Bengaluru like Goonj Samarthanam, Sishu Mandir at Venkateshpuram, Frazer Town, Maternity Hospital at Nesakarangal and Akash Muthiyoor Illam. A material donation drive was conducted in Coimbatore where all items were donated to Cottolengo Convent, Star Special School and Carmel School, Coimbatore.

Besides, volunteers also conducted a donation drive and eye camps at Shishumandir Touch Computers, Lions Club & Vasan Eye Care Hospital in Chennai. A blood donation camp was also conducted in association with Madras Voluntary Blood Bureau, My Blood Bank, Muyarchi Social Welfare Organisation, Mythri Charitable Trust, Madras Voluntary Blood Bureau and Yashoda Hospital.

They also spent time and conducted games for students from Spread the Smile, Chennai. Volunteers also assisted the Traffic Police in managing traffic on the busy streets of Chennai. Volunteers also interacted with mentally challenged individuals at the Sweekaar Special School for Deaf & Dumb in Hyderabad.

Volunteers also donated 100 kgs of foodgrains and feeding buckets for animals at Karuna Animal Welfare Association & Veterinary Care

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at Hebbal, Bengaluru.

Delhi, Chandigarh, Gurgaon & Noida - Volunteers conducted blood donation drives in association with Red Cross Society, Delhi Doctor's Association, GMHC and DDU Hospital. Volunteers also visited orphanages like Sishu Garh and Sai Kripa, Noida and donated clothes and other items.

Aurangabad, Nagpur & Pune - An interactive session was conducted at Prakash School for differently abled children.

Ahmedabad & Gwalior - Volunteers visited and sponsored a meal at various orphanages like Shishumandir, Good Life Centre and Santhom Snehatheeram. They also donated various items to Shri Sharddhanand Anathalaya, Vasundra and Bhartiya Samaj Seva Kendra, BSSK.

Mumbai - Blood donation camps were conducted in association with Red Cross Society, Datta Ji Bhale Blood Bank, Life Line Blood Bank, Think Foundation, Dr L H Hiranandani Hospital, Arpan Blood Bank and Borukha Blood Bank. A newspaper collection drive was conducted across Mumbai, which was donated to the Dhanwantri Medical Trust, Mumbai. A material collection drive was also conducted across Mumbai where all proceeds were donated to Goonj.

NGOs like Shop for Change and Multiple Sclerosis Society of India were invited to put up stalls at HQC which were patronized by all employees. All proceeds of the sale were given to the NGOs.

Kolkata - Volunteers spent time, sang and

recited poems to children at Asha Niketan orphanage. They also visited children from SOS Children's Village, Kolkata.

Goa - Volunteers in Goa assisted the Traffic Police in Goa to manage traffic and pedestrians on busy roads.

GoTeach

Mumbai, Pune, New Delhi, Chennai & Hyderabad - 435 X BU volunteers across five cities had interactive and fun filled sessions at various Teach For India schools impacting 2,500 lives through drawing competitions, story reading sessions, conducted games career counseling, sharing life experiences and lastly spreading awareness on GoGreen thus creating a refreshing buzz with students and the Fellows. These schools included Vinay High School, Gumpha Road Municipal School, SVN English School, Kilbil EMS, I Block Sangam Vihar, C Block Sangam Vihar, Seelampur and Jayaprakash Elementary School.

A computer training workshop was organized for 30 TFI students accompanied by 6 TFI Fellows. The children were trained by an external trainer who conducted a three hour session on computer basics, Microsoft Word, Excel and Paint.

Delhi - Volunteers taught students to design attractive posters and also conducted reading activities. Refreshments were also distributed to the students.

Hyderabad - Volunteers interacted with the students of classes 2, 3 & 4, conducted

drawing /painting competitions, played indoor games & distributed gifts at Om Sai Niketan Govt School, Hyderabad.

Chennai - Volunteers explained GoGreen and its benefits to junior college students at ECI Matric Higher Secondary School, Chennai.

Bengaluru - Volunteers conducted drawing competitions, story-telling sessions, quizzes and recreational activities with students of Jayaprakash Elementary School, Bengaluru.



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4th Blue Dart World CSR Day and Global CSR Excellence & Leadership Awards

As a socially responsible corporate, Blue Dart presented the 4th Blue Dart World CSR Day and Global CSR Excellence & Leadership Awards in a magnificent way at the Taj Lands End, Mumbai on February 18, 2015. The Global CSR Excellence & Leadership Awards recognised global corporate social responsibility and sustainability champions across various industries and the honours were done by Yogesh Dhingra, Chief Financial Officer and Chief Operating Officer, Blue Dart Express.

4th Blue Dart World CSR Day

The 4th edition of Blue Dart's World CSR Day focused on the subject 'Connecting Minds: Creating the Future'. His Excellency Khaled Al Kamda, Director General, Community Development Authority - United Arab Emirates, Yogesh Dhingra, CFO & COO, Blue Dart Express, Dr. Achyuta Samanta, Founder, KIIT & KISS, Dr. Massouda Jalal, Former Minister of Women, Founding Chairperson, Jalal Foundation, Afghanistan and Dr. Sally Uren, Chief Executive Officer, Forum for the Future inaugurated the event by lighting the lamp.

The panel discussions touched the latest developments and emerging issues, along with trends and innovative practices in the field of CSR and sustainability. The sessions

were attended by leading organizations which included the United Nations; Deutsche Post DHL; Jalal Foundation, Afghanistan; Jindal Steel and Power Ltd.; Teach For India and Magic Bus among several others.

In its 4th year, Blue Dart World CSR Day has become an interesting platform for people from across the world to connect, ideate and share innovative approaches and best practices in CSR and sustainability. Blue Dart believes that such initiatives cannot depend on reluctant stakeholders and it's up to each one of us as a socially conscious company to play a role in building a sustainable future for the generations to come. To this end, we have implemented the Deutsche Post DHL group's sustainability strategy of 'Living Responsibility' which includes the 3 pillars of GoGreen, GoHelp and GoTeach.

Blue Dart Global CSR Excellence & Leadership Awards

The 4th Blue Dart World CSR Day culminated into the Blue Dart Global CSR Excellence & Leadership Awards which recognized contribution across categories such as best corporate social responsibility practices; best environment friendly project; support and improvement in quality of education; concern for health; promoting emplacement for physically challenged; women empowerment; community development; outstanding contribution to water efficiency; global green future leadership; overall corporate governance, compliance and ethics program and many more.

The jury members included Ketan Kulkarni, Head- Marketing, Corporate Communications

& Sustainability, Blue Dart Express Limited; Sujatha Sudheendra, Head – HR, Aditya Birla Finance Limited; Beroz Gazdar, Senior VP Sustainability, Mahindra and Mahindra; Anupam Nidhi, Head - Group CSR, Reliance Group; Anil Salvi, MD & Group Head – HR, JM Financial Institutional Securities Limited; Prof. Dr. Chandra Mauli Dwivedi, Director, N L Dalmia Institute of Management Studies and Research amongst other leading names in the corporate and sustainability world.



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GoTeach

Blue Edge: Empowering Lives

At Blue Dart we are committed in letter and spirit to making a difference to the environment and communities around us. Under the GoTeach pillar of Living Responsibility, Blue Dart aims to provide equal educational opportunities for the underprivileged and marginalised communities around us.

Blue Dart in association with Oasis India (NGO) started an initiative called 'Blue Edge: Empowering Lives' which is aimed at enriching the lives of young adults from difficult environments, who have not been able to complete their education. The program was started in Mumbai and now has two additional centres in Chennai and Bengaluru. This life-transforming programme has helped in impacting young adults from the underprivileged sections of society. We also ensure that every batch has a healthy mix of girls and boys. This project focuses on educating the underprivileged, who have not been able to complete their education - bettering their chances of finding employment and guiding them to lead a more accomplished life. The programme is designed to educate the impoverished youth about the possible employment opportunities, while equipping them with relevant skill sets, thus enabling them to make informed choices and most significantly bring stability into their lives. It helps young adults aged 18-24 years old to break the chains of poverty

and unemployment, by providing the much needed edge in this competitive world.

Through this initiative Blue Dart enables around 50 students every six months, by providing training to them on:

- English speaking, reading and writing
- Basic computer usage skills, in mastering technical software skills such as Word processing, Powerpoint and Spreadsheet programs
- Developing resumes and cover letters for employment
- Life skills, such as Health and Hygiene, Social Responsibility, Goal-Setting, and Teamwork/ Co-operation among others
- Customer Orientation, such as Customer Care and Responsiveness

Students who have successfully completed their course are felicitated at a Graduation Ceremony held at Blue Dart. Senior management team members of both Blue Dart and DHL are invited for the occasion, to share their life experiences with the students and advise them on leading a meaningful life. This is followed by a handover ceremony, in which all successful students are handed their graduation certificates and two best performers in each batch are acknowledged with a special certificate and trophy as a token of appreciation for their hard work and dedication. They are also encouraged to share their experiences about the course.

More than 40% of the students who have graduated from this programme have been

placed in successful and reputed organizations in sectors like Telecom, Retail, FMCG etc. This ensures that the underprivileged section of the society is not deprived of education as a building block to their ability to earn and support their future and families and contribute positively to the community.

Blue Edge: Empowering Lives programme has overall impacted over 838 young adults till date.



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Teach for India (TFI)

Within the GoTeach programme, our partnership with Teach For India (TFI) that kicked off in 2011 is a major initiative. TFI is a nationwide movement of outstanding college graduates and young professionals who teach full time in low income schools for two years. The Fellowship enables them to become lifelong leaders advocating for educational equity. Since the kick off in 2011, we have had a highly successful year enabling Blue Darters to volunteer in several activities that benefited more than 300 classrooms in TFI schools in Mumbai, Pune and Delhi. Also volunteers involved in various activities like organising Stationery Drive, Paint-a-Classroom and Leaders Week.

Belinda Tan, Vice President, Corporate Communications & Responsibility, DHL AP EEMEA and Amanda de Silva, Manager, Corporate Communications & Responsibility, DHL AP EEMEA visited TFI supported D. N. Nagar Public School in Mumbai. They were accompanied by Subrato Roy, Senior Manager, Marketing, Blue Dart Express, Nikita Shah, Manager, Corporate Communications & Sustainability, DHLE, Susan Antony, Assistant Manager, Corporate Communications & Sustainability, DHLE and Nisha Kotian, X BU, Corporate Communications & Sustainability.

As part of an ongoing relationship with TFI under the GoTeach pillar, the team interacted, encouraged and motivated the students who come from difficult backgrounds by conducting a wonderful story telling session for them. Students were highly excited and mesmerized with the stories. They were full of enthusiasm and were quick in answering

the questions put to them. The day ended with refreshments and distribution of goodies. The visit kept the classroom buzzing with excitement all day and it was an enriching experience for everyone.

With an endeavour to enrich the lives of children and the youth, Blue Dart also planned for a special visit to the D. N. Nagar Public School, Mumbai for Marcel Plexnies from Deutsche Post AG, Bonn during his maiden visit to India. Ketan Kulkarni, Head, Marketing, Corporate Communications & Sustainability, Blue Dart Express and Valini Dsouza, Manager, PR, Corporate Communications and Sustainability accompanied Marcel in this empowering visit.

The students of Standard II & III got the opportunity to interact with Marcel & Ketan who engaged them by conducting a story telling session. They were absolutely thrilled by this and eagerly expressed their thoughts on it. The students at TFI supported schools have an above average level of IQ and are extremely enthusiastic. The interaction continued and became exciting when the kids started participating in the discussion by answering the questions that were asked to them.

The story tellers, Marcel and Ketan, thoroughly enjoyed interacting with the students. It was one of a kind experience for them where they spent quality time at the school and were overwhelmed by the innocence and the zeal those students possessed.

The evening ended with refreshments and the distribution of goodies that were arranged for all the students. The classrooms buzzed with excitement and enthusiasm as the kids along with Marcel & Ketan posed for photographs.



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Agastya Foundation

In addition, Blue Dart has partnered with Agastya International Foundation for the Blue Dart Mobile Science Lab project. Under this program, Blue Dart and Agastya will run a mobile science van equipped with scientific experiments and models set up as a mini mobile lab that will visit various rural schools in Delhi. Most experiments use materials that are commonly available, the lab also has complete working models of the entire solar system. Revisiting each rural school several times during the school year, the Blue Dart - Agastya Mobile Labs are a ray of fresh insight and inspiration to children and teachers. Agastya International Foundation is a non-profit, public charitable trust which is actively engaged in sparking curiosity and nurturing creativity and innovation in under privileged children through hands-on science, art and ecology.

Magic Bus

Blue Dart also supports Magic Bus to develop sporting talent by giving special coaching in Football and Kabaddi to children from underprivileged households. Blue Dart supports the Blue Dart Magic Bus Sports Excellence Football Program in Kolkata and the Blue Dart Magic Bus Sports Excellence Kabaddi Program in Bhiwandi, Thane District, Maharashtra. A total of 72 children are impacted through this initiative. Magic Bus is a non-profit organization pioneering in harnessing and deploying the power of sports, as a developmental tool to bring lasting and positive personal and social development of children and youth.

Enactus India

Blue Dart has also partnered with Enactus India to carry out various projects to empower Women and less privileged communities by addressing their needs which could range from alternate income to sustainability with a focus on enhanced livelihood and in areas like sanitation and waste management. Enactus, is an international organization that brings together students, academic and business leaders who are committed to using the power of entrepreneurial action to enable progress

around the world. Guided by faculty, advisors and business experts, participating students form teams on their campuses to create and implement community projects that empower people to improve their livelihoods.

GoGreen

Blue Dart under the Living Responsibility pillar of GoGreen conducted various activities to encourage its employees to contribute towards the noble cause of saving the environment.

Power Saver: Lights Off

Blue Dart practices Lights Off for an hour between 1pm – 2pm on the last Saturday of every month across all its offices in India. Employees too are encouraged to switch off the lights at their residence between 8.30pm to 9.30pm on the same day. This initiative is championed by Anil Khanna, Managing Director, who sends out a mail encouraging all the employees to conserve energy.

Earth Hour

This year 654 DHL-Blue Dart employees pledged to switch off all lights at their homes from 8.30 pm to 9.30 pm on Saturday, March 28, 2015, under the DPDHL Group's GoGreen - Living Responsibility pillar. This initiative successfully created awareness about environmental issues around the world among family, friends and colleagues.

Earth Hour encourages each one to use their 'power to change climate change'. Every action counts. It encourages employees to think of ways that will help in increasing the impact of our Living Responsibility.

Blue Dart went a step further and launched a social media campaign #BlueDartSupportsEarthHour exclusively on Facebook. The campaign ran for 10 days starting from 18th to 28th March 2015. Facebook fans pledged to contribute towards the environment in whatever simple ways they could. The pledges included small activities with greater impact like 'Raise awareness of environmental issues among family, friends and colleagues', 'Cycle or commute to work by public transport more frequently', 'Cut down on total meat in-take' and 'Opt for reusable

containers and cutlery'. With 1,098 Likes, shares and comments in just two weeks, the campaign proved to be a great success and achieved an absolute engagement ratio of 137.5, highest as compared to all previous weeks. During this period, Blue Dart gained 396 new fans on its Facebook.

As part of DHL – Blue Dart's ongoing commitment of Power Saver - Lights Off initiative, lights were switched off at all facilities across India. In addition, employees also pledged to switch off lights at their homes from 8:30 pm to 9:30 pm on the occasion.

GoHelp

HelpAge India

Blue Dart, under its Corporate Social Responsibility initiative has partnered with HelpAge India for conducting 666 Blue Dart Cataract Operations with Intra Ocular Lens (IOL) Implantation free of cost to the needy elders in and around Mumbai, Thane and Palghar District. Under this program, Blue Dart and HelpAge reach out to the beneficiaries through various eye check up camps and conduct preliminary tests before the surgery.

Blue Dart is happy to partner with HelpAge India which is a leading registered national level NGO, established with a mission "to work for the cause and care of elderly persons and to improve their quality of life".

FOC activities

In September 2014, Jammu & Kashmir region witnessed disastrous floods across many of its districts caused by torrential rainfall. By September 24, 2014, nearly 277 people in India had died due to the floods. Blue Dart in association with Goonj Foundation provided Free of Cost (FOC) Logistics Support in delivering relief material to the victims of affected areas.

Apart from this Blue Dart has offered FOC Logistics Support to several other NGOs like Goonj Foundation, Concern India Foundation and Dignity Foundation.