

March 21, 2024

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 Offers Cutting-Edge Digital Empowerment Solution for MSMEs and Large Enterprises

Mumbai, 21st March'24 - Blue Dart, South Asia's premier express air and integrated transportation & distribution company, is pleased to announce the launch of a groundbreaking Unified Shipping API Software Platform. This platform is tailored specifically to empower Micro, Small, and Medium Enterprises (MSMEs) as well as Large Enterprises across India, catering to all their logistics requirements.

This innovative tool is designed to address the distinctive challenges faced by small, medium, and large establishments in managing their First Mile Dispatches through Digitization, with a focus on operational efficiency. By streamlining operations and fostering growth across all enterprise segments, Blue Dart aims to transform the way businesses handle their shipments.

Blue Dart will integrate the cutting-edge software platform offered by eShipz.com into its existing logistics infrastructure. This integration will provide access to advanced dispatch tools, ensuring seamless connectivity with sales platforms, marketplaces, order management systems, warehouse management systems, and enterprise resource planning systems of shippers.

On the offering, **Balfour Manuel, Managing Director, Blue Dart**, says, "Through this platform, we aim to enhance the capabilities of both MSMEs and large enterprises, enabling them to optimize their supply chain processes and gain a competitive edge in their respective industries. We are dedicated to supporting the growth and success of MSMEs, not only in India but also in enabling them to go global."

On the partnership, **Shivadeep Mahadi, Co-Founder & CMO of eShipz.com**, added, "Our partnership with Blue Dart aligns perfectly with our mission to empower businesses through technology."

One of the Blue Dart's key USPs is its unparalleled reach, boasting access to over 56,000+ locations across the nation and with DHL Group spanning 220 countries and territories worldwide.

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.

For more information, please contact:

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