

**BLUE DART**  
EXPRESS LIMITED



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January 14, 2019

To,  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
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,

Please find attached performance update 'Investor Presentation' we propose to upload on our Company's website [www.bluedart.com](http://www.bluedart.com) for information of our Shareholders/ Public.

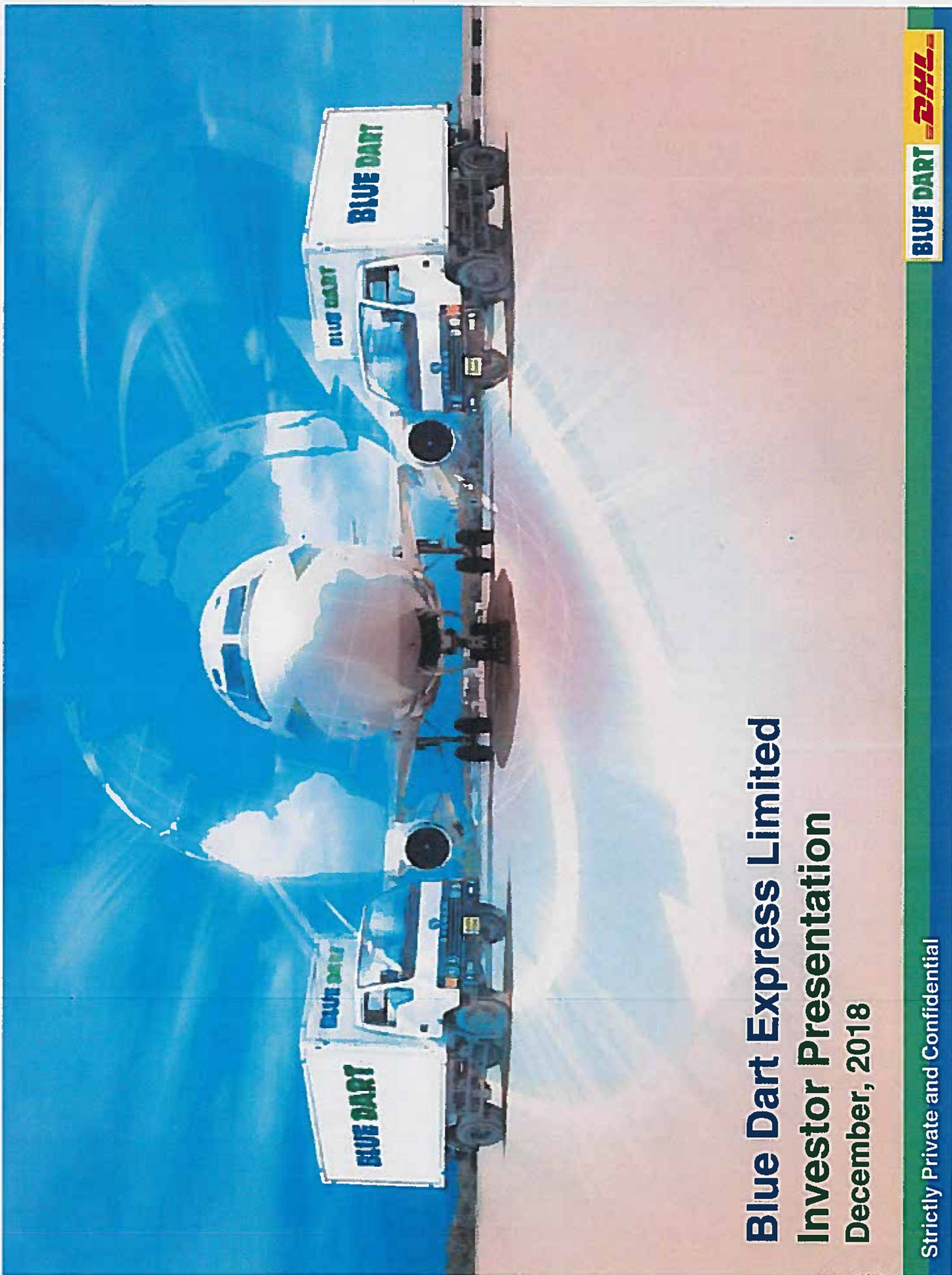
There are no forward looking financial statements made in the attached Investor Presentation.

Thanking you.

Yours Faithfully,  
For Blue Dart Express Limited

  
**Tushar Gunderia**  
Company Secretary &  
Head-Legal & Compliance





**Blue Dart Express Limited  
Investor Presentation  
December, 2018**

Strictly Private and Confidential



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## Vision Statement

“To be the best and set the pace in the express air and integrated transportation and distribution industry, with a business and human conscience.

We commit to develop, reward and recognize our people who, through high quality and professional service, and use of sophisticated technology, will meet and exceed customer and stakeholder expectations profitably.”

– Passionately crafted by over 600 managers in 1993

BLUE DART 



# Blue Dart: Delivering Leadership



## Pioneer and Innovator

- Market leading express service provider in India with 35+ years of operational excellence and numerous industry firsts

## Proprietary Aviation Network

- First and only scheduled cargo airline with dedicated fleet of six 757-200 Boeing freighters and infrastructure support, including airside facilities, maintenance, ground handling and security capabilities facilitating flight timings with late pickups and early morning deliveries

## Unparalleled Reach and Network

- Domestic network covering 35,000+ locations; 220+ countries and territories serviced worldwide through DHL providing superior reach and access to customers

## Market Leading Transit Times

- Fastest and reliable deliveries to major production & consumption nodes in India across B2B, B2C, C2B and C2C channels making Blue Dart the preferred choice of customers leading to high customer retention

## Best-in-Class Technology

- In-house developed, state-of-the-art customer centric technology adopted by customers contributing 91%+ of revenue

## Strong Brand Equity and Saliency

- Ranked as the #1 brand in the domestic express industry<sup>(1)</sup>

## Experienced Senior Management Team

- Senior leadership with several years of industry experience supported by skilled, committed and passionate employees enabling Blue Dart to maintain and grow its leadership

## Strong Financials

- Continues in generating robust free cash flows with higher margins leading to significant improvement in ROCE and Stakeholders value



(1) Brand Equity 2011 Survey conducted by Ipsos



# Blue Dart: South Asia's Premier Express and Integrated Package Distribution Company

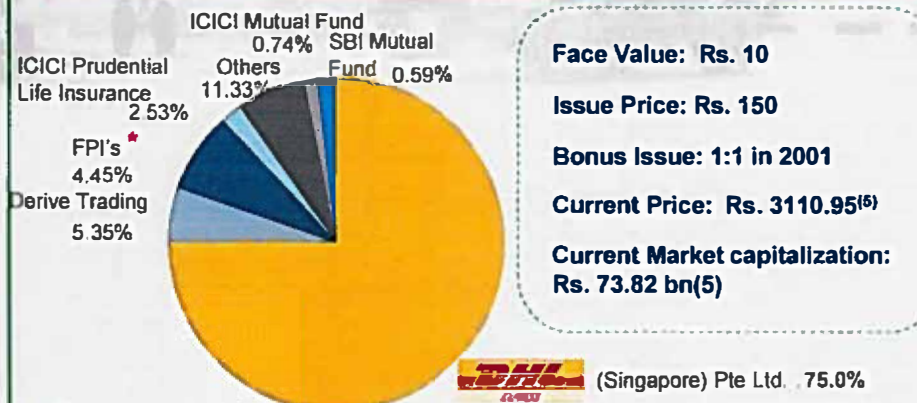
## Key Facts

Year of Commencement of Operations	1983
Pincodes	17,677
Domestic Locations Serviced	35,000+
Countries & Territories Serviced	220+
Air Support (B-757s)	6
Air Network Stations	7
Express Support Vehicles	11,122 <sup>(1)</sup>
April 2017 – March 2018 Shipments (mn)	197
April 2017 – March 2018 Tonnage ('000)	697
Workforce	13,000+
Retail Outlets	610 <sup>(1,2)</sup>

## Key Subsidiaries

Name	Stake Held
Concorde Air Logistics Ltd. (IATA <sup>(3)</sup> ) registered air cargo agent and licensed CHA <sup>(3)</sup>	100%
Blue Dart Aviation Ltd. (BDAL)  (BDA is the only domestic scheduled cargo airline in India. It operates on an exclusive basis for providing air express cargo services to Blue Dart Express Ltd. through its network of night operations to support customer demand.)	100%

## Shareholding Pattern<sup>(4)</sup>



**Face Value: Rs. 10**  
**Issue Price: Rs. 150**  
**Bonus Issue: 1:1 in 2001**  
**Current Price: Rs. 3110.95<sup>(5)</sup>**  
**Current Market capitalization: Rs. 73.82 bn<sup>(5)</sup>**

### \* Major FPI's

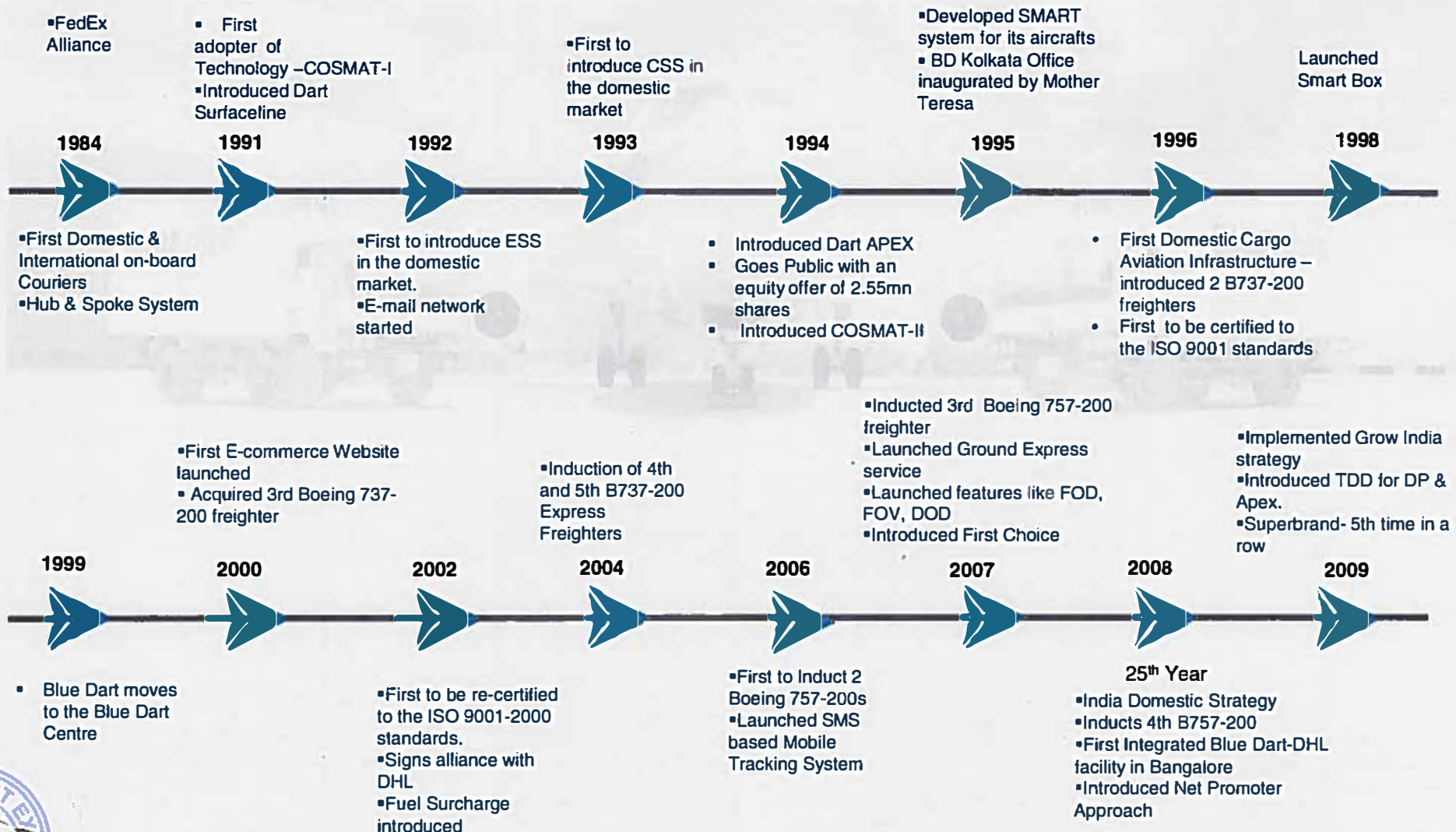
Matthews India Fund – 2.01%  
 Ishares Core Emerging Markets Mauritius Co – 0.41%  
 Vanguard Emerging Markets Stock Index Fund, A Series of Vanguard International Equity Index Fund – 0.39%  
 Vanguard Total International Stock Index Fund – 0.33%  
 Government Pension Fund Global – 0.18%  
 Emerging Markets Core Equity Portfolio (The Portfolio) Of Dfa Investment Dimensions Group Inc. (Dfaidg) – 0.16%  
 The Emerging Markets Small Cap Series Of The Dfa Investment Trust Company – 0.14%

(1) As of March 31, 2018.  
 (2) Including DHL Express retail outlets.  
 (3) IATA: International Air Transport Association; CHA: Customs House Agent  
 (4) As on December 14, 2018. Figures have been rounded off for calculation adjustments.  
 (5) As on December 14, 2018

# Blue Dart: A Benchmark in Express Logistics and Distribution Industry

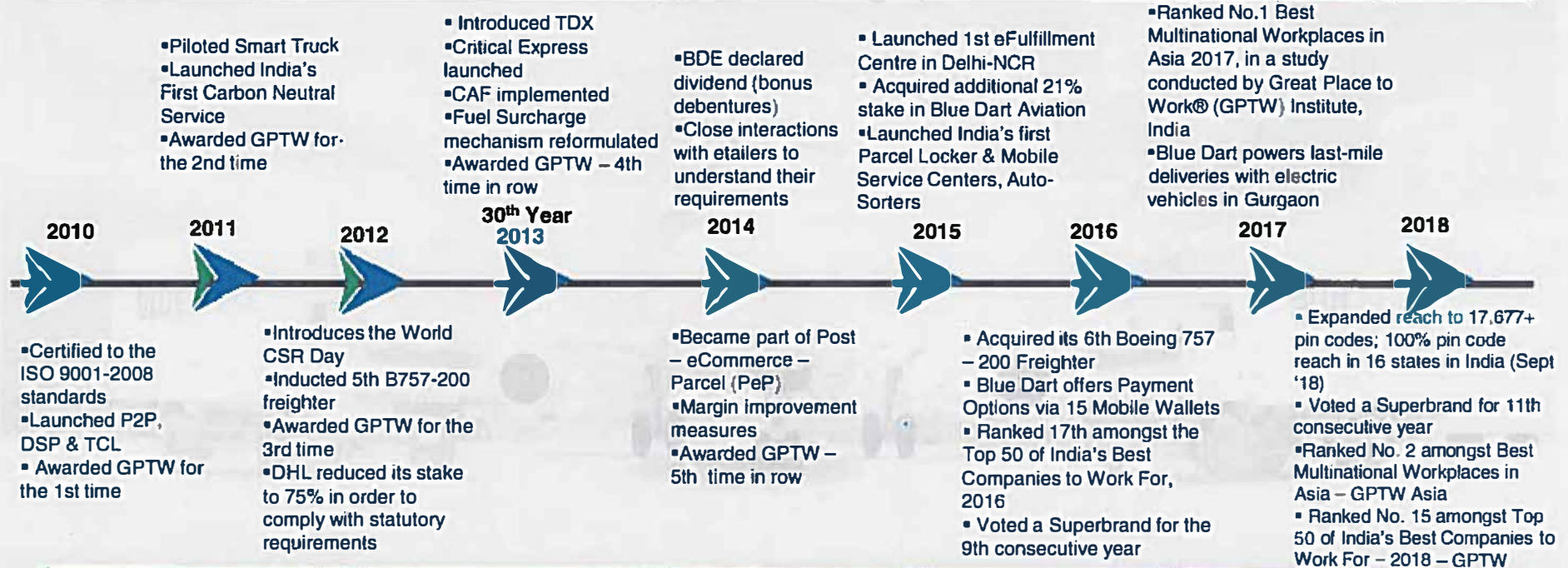
Blue Dart, with many industry-firsts and trend-setting innovations, has evolved as the undisputed market leader

1983: Blue Dart is born



# Blue Dart: A Benchmark in Express Logistics and Distribution Industry (Contd..)

Blue Dart, with many industry-firsts and trend-setting innovations, has evolved as the undisputed market leader



## 4 Pillars of Success

### Leadership



- People
- Brand
- Innovation
- Infrastructure
- Transparency and Corporate Governance

### Technology



- In-house IT Expertise
- Proprietary ERP
- Real-Time Track & Trace
- Customer Centric Technology
- Automation

### Value



- Service Excellence
- Reliability
- Customer Orientation
- First Choice
- Net Promoter Score
- Consultative Approach

### Solutions



- Express Services Offerings
- Value-Added Services
- Air Freight Services





# Full Suite of Integrated Solutions

## Core Service Offerings

### Express Services Offerings

**Domestic Priority**  
Domestic door-to-door delivery service for documents and small shipments under 32 kgs per piece

**Dart Apex**  
Door-to-door day definite delivery solution for commercial shipments

**Dart SurfaceLine**  
Premium ground express service providing door-to-door ground distribution solutions

**Dart SurfaceLine Plus**  
Multimodal, door-to-door, distribution for less time-sensitive bulk shipments

**Smart Box – Air / Ground**  
Packaging unit sized 10 kgs and 25 kgs

**Express Pallet – Air/ Ground**  
Packaging unit sized 50 kgs, 75 kgs and 100 kgs

**International Services**  
Door-to-door delivery of international documents and packages. Reach to 220 countries and territories worldwide through DHL

**Reverse Logistics**  
Simplified Return to Origin (RTO) process where the shipment is returned before delivery to the end consumer due to Wrong Address, Shipment Refused, Unavailability of the customer

### Value-Added Services

**GOGREEN Carbon Neutral Services**  
Environmentally responsible shipping option to neutralize carbon emissions

**Time Definite Delivery (TDD) Services**  
Guaranteed door-to-door TDD of shipments by specified time with full money back guarantee

**Cash on Delivery (COD) (E-TAIL)**  
Value of the shipment will be collected from the consignee at the time of delivery

**Demand Draft on Delivery (DOD)**  
Collection of demand draft from consignee for shipper  
**Freight on Delivery (FOD)**  
Collection of freight charge from consignee  
**Freight On Value (FOV)**  
Facilitate transit insurance of consignment

**Temperature Controlled Logistics**  
Movement in frozen, chilled and ambient conditions for temperature ranging from -20°C, 2-8°C and 15-25°C

**Ground Point to Point**  
Ground express solutions wherein entire truck is contracted to a single customer from origin to destination

**Customized Solutions**  
Customized offerings for students, festivals and Small Medium Enterprises (SMEs)

**International Time Definite Express (TDX)**  
Guaranteed door-to-door International service for Time Definite Delivery with full moneyback guarantee

### Air Freight Services

**Airport-to-Airport**  
Air freight service between Ahmedabad, Kolkata, Delhi, Mumbai, Bengaluru, Hyderabad and Chennai

**Interline Services**  
Agreements with major international airlines for interline trans-shipment of cargo

**Charter Services**  
Charter flights for distribution of large cargo volumes supported by ground-handling facilities

**Co-Load**  
Domestic air network for leading International express operators

**India Post**  
Support for Express Mail Service (EMS) service of India Post

### Recently introduced Value-Added Services

**Critical Express**  
An express solution to move any critical items (like passport, tenders, original papers/ certificates, property documents etc.) in Blue Dart network in a more secure and safe manner.

**Time Definite Delivery (TDD) for E-tailing**  
Guaranteed door-to-door TDD of E-tailing shipments by specified time with full money-back guarantee.

**Mobile Wallet Payment Delivery**  
Value added service to strengthen the last mile Services. This service is currently available in Mumbai.



# Unparalleled Integrated Air and Ground Network

Extensive pan-India air and ground network providing a significant competitive advantage

## Volume

- April 17 – March 18 shipments of 197 mn
- April 17 – March 18 Tonnage of over 697,000

## Air Network Infrastructure

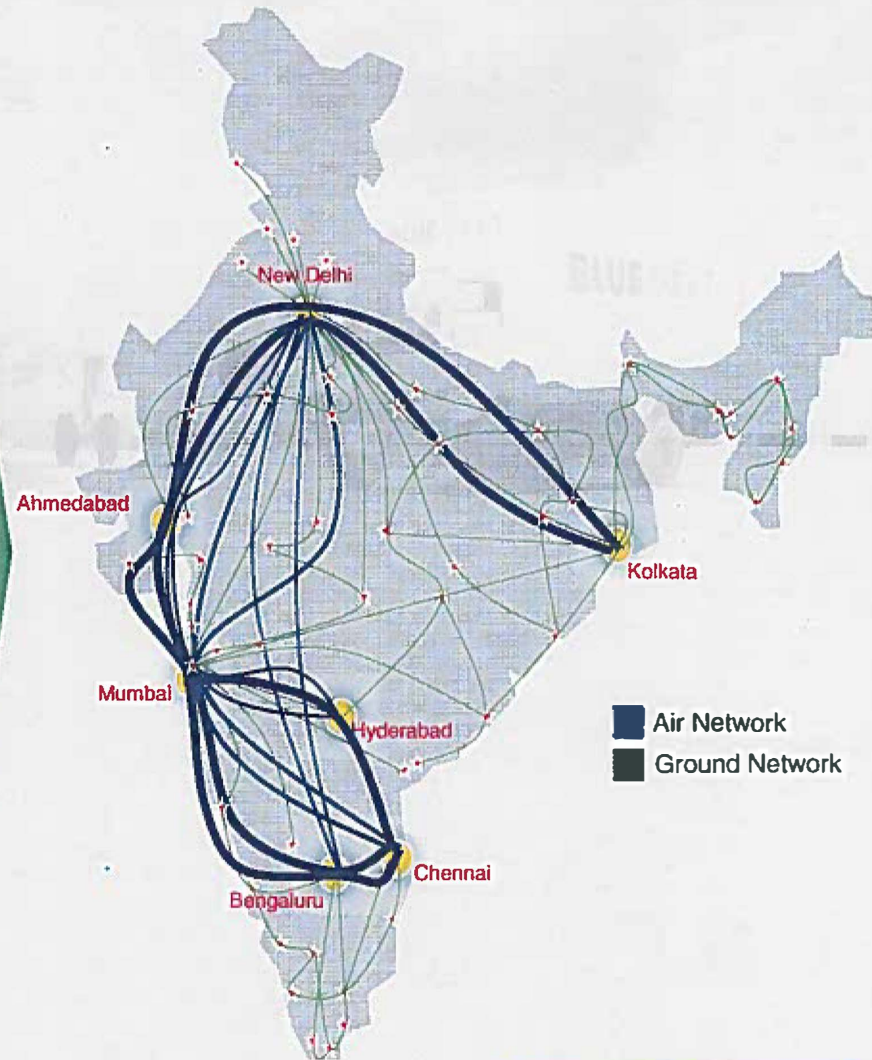
- 6 freighters (B-757s)
- 7 air network stations
- Maintenance, ground handling and security capability
- Space management through in-house developed SMART(1) technology
- Daily dedicated capacity of 500 Tons(2)

## Ground Network Infrastructure

- Combination of hub and spoke and centipede model
- 13 ground hubs
- 86 express hubs
- 250 network routes
- Vehicles tracked through GPS devices
- Proprietary network control centre monitors every vehicle on a real-time basis

## Customer Value Proposition

- Extensive reach
- 17,677 pincodes served
- Optimized flight scheduling facilitating late pick-ups and early deliveries
- Market leading transit times
- Superior control over operations resulting in higher service reliability



(1) SMART: Space Management Allocation Reservation and Tracking  
 (2) Daily average for the 12 month period from April 2017 to March 2018



# Superior Technology Advantage

Entrenched use of Blue Dart's technology amongst its customer base creating value and ease of shipping, track & trace and control; Customers contributing over 91% of revenue use Blue Dart's technology tools / interface

## Network Tools for Customers

<b>TrackDart™</b>	<b>MailDart™</b>	<b>MobileDart™</b>	<b>InternetDart™</b>
Track and Trace Shipments	Track Shipments by E-mail	Shipment Status on Mobile Phone	Memory Bank for Business
<b>PackTrack™</b>	<b>ShopTrack™</b>	<b>ImageDart™</b>	<b>ShipDart™</b>
Streamlined Shipping Process	Allows Customers to Track Orders	Delivery Invoicing Online	Control of Shipment from Customers' Desktop

## Network Tools for Internal Applications

<b>COSMAT-II™</b>	<b>SMART™</b>	<b>CARESS™ / KARMA</b>	<b>SHIELD™</b>
Blue Dart Operations ERP	Space Management Allocation Reservation and Tracking	Complaints / Appreciation System / Key Accounts Management System	Security Investigation System
<b>SA'FIRE™</b>	<b>ACTUATE</b>	<b>mPower™</b>	<b>PRIDE™</b>
Sales Force Automation System	Business Intelligence System	Financial Accounting, Invoicing	HRMS and Payroll

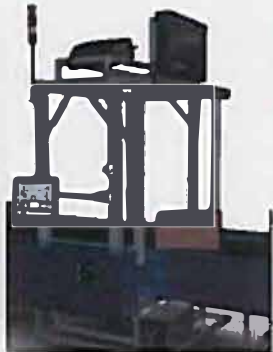


# Key Technological Advances

Industry-leading adoption of new technology to enhance productivity, drive efficiencies, and ensure speedy and accurate information access to customers

## Weight Dimension Labeling (WDL)

✓ *Accurate billing*



- Captures shipment dimensions & weight
- Improves billing accuracy
- Automates the process
- Enables speedy operations
- Integrates with operations ERP

## Hand Held Device (OTM)

✓ *Speedy delivery information*



- Captures real-time field delivery information
- Supports adherence to customer SOP
- Enhances security via in-built imaging and data solutions
- Enables dynamic routing

## GPS: Ground Technical Support

✓ *Real-time shipment visibility*



- Supports vehicle tracking through Network Control Centre (NCC)
- Provides 24X7 visibility
- Enables dynamic routing
- Enhances security

## Smart Truck

✓ *"Intelligent" Pick-up and Delivery*



- Increases visibility of operations
- Simplifies inbound process and makes it less error-prone
- Reduces emissions and transport costs due to dynamic tour planning
- Customizable planning engine helps set conditions for number of stops for designated route



# Key Technological Advances (Contd..)

Industry-leading adoption of new technology to enhance productivity, drive efficiencies, and ensure speedy and accurate information access to customers

## Digital Payment Collection

New payment features introduced – UPI, Net banking and CNP [Card not present], this is apart from mobile wallets and Cr/Dr card swipe



- 15 + Digital Wallets options to pay COD money
- Authenticate & transact with mobile OTP verification
- Reduce cash handling
- Easy reconciliation
- Faster turnaround time during delivery
- Credit/Debit card usage without the dongle and swiping machines.
- Card payment without any external device, easy, convenient and saves time.

## Consignee Connect

Addressing the privacy concerns, the staff can contact consignee without having visibility of the phone number.



- IVR/ VOIP to connect field executive to the consignee
- API integration with automatic dialup connection
- Get exact feedback and increase FTR
- Reduce undelivered attempts
- Conversation with customer recorded, Logs maintained
- Masking of called from cell number done for security reasons
- Make or Receive Phone calls of current route
- Filtered only to relevant consignee
- Call received shows relevant shipment address for quick reference
- Establish connect and increase FTR
- SMS notification message sent before delivery attempt made
- Allows a way for consignee to connect with the courier
- URL available to Customer to track TSR field movement

# Key Technological Advances (Contd..)

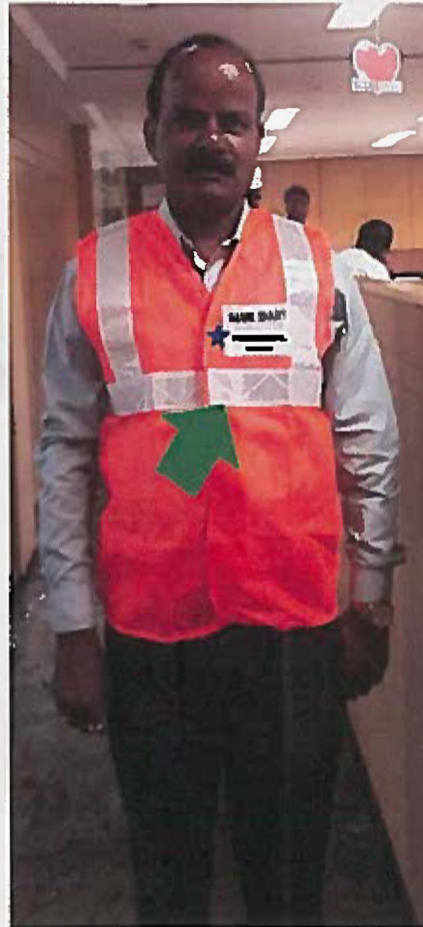
Industry-leading adoption of new technology to enhance productivity, drive efficiencies, and ensure speedy and accurate information access to customers

## Electric Vehicles



- Virtually noiseless with a Payload capacity of 500 kg
- Capacity to carry around 100 average sized shipments
- 3 wheeler, powered by efficient and environmentally friendly batteries
- Comfortable to drive and maintain than a traditional vehicle
- Less driver fatigue
- Top Speed of 40 kmph and has a range of approximately 80 km on a single charge

## Reflector Jacket

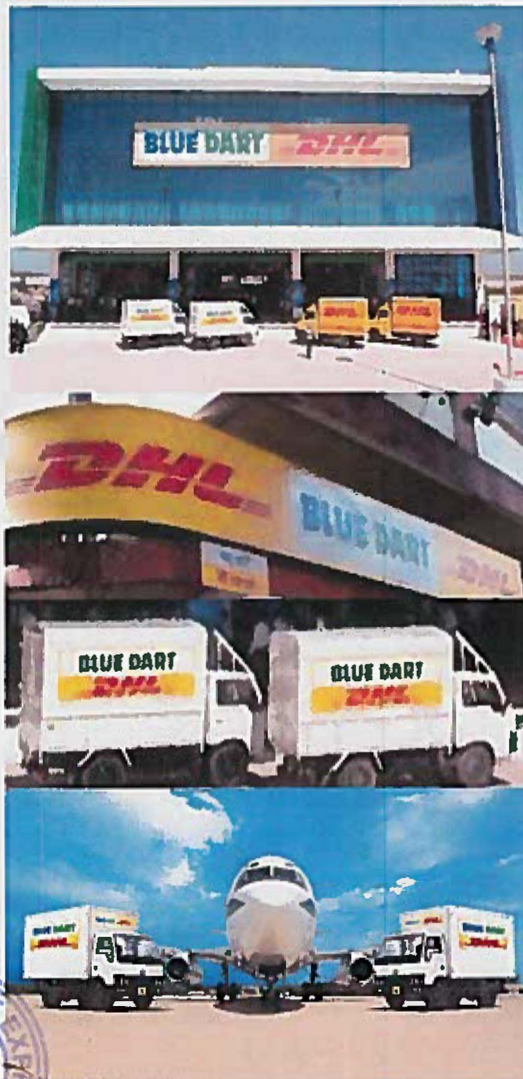


- A Uniform is a vital aspect of building a strong brand image and therefore a Reflector Jacket (as seen in the picture) has been introduced.
- Any MPC front-line operations team member going out for pick-up or delivery wears this reflector jacket.



# Blue Dart and DHL: Collaborating for Single-Window Customer Solutions

Partnering seamlessly to leverage each other's infrastructure and operational best practices to enhance customer experience



## Associated Branding

Strong Blue Dart and DHL brands leveraged across critical customer touch points to enhance relationship and customer benefits

## One Retail

Individual Blue Dart and DHL retail stores unified through common branding, products and services and experience to create the largest retail presence in India

## Unduplicated Sales Channel

Robust sales mechanism jointly developed by Blue Dart and DHL to ensure that both organizations grow business without cannibalization

## Joint Airside Facilities

Blue Dart and DHL share a state-of-the-art airside facility at the Bengaluru International Airport, bringing greater efficiencies and synergies

## Dedicated Air Infrastructure

DHL leverages Blue Dart's dedicated air infrastructure in the country for international co-load

## Upcountry Pick-up and Delivery

DHL leverages Blue Dart's robust reach across the country and superior service standards to reach at locations where it is not present directly

## Sharing Global Best Practices

Blue Dart and DHL share global best practices like First Choice, Net Promoter Score, use of Smart Trucks, etc. which is aligned with the Group's objective of being Provider of Choice, Employer of Choice, and Investor of Choice

## Sustainability

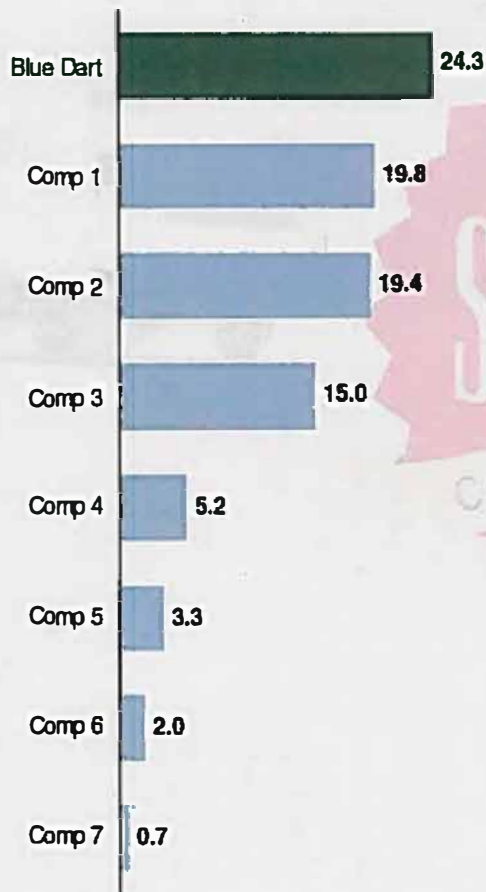
Both Blue Dart and DHL have a strong sustainability programme under the three pillars of GOGREEN, GOHELP and GOTEACH (under Living Responsibility)



# Blue Dart: A Superbrand

Blue Dart's Attitudinal Equity, a measure of the extent to which people want to use the brand, is the highest amongst its peers.

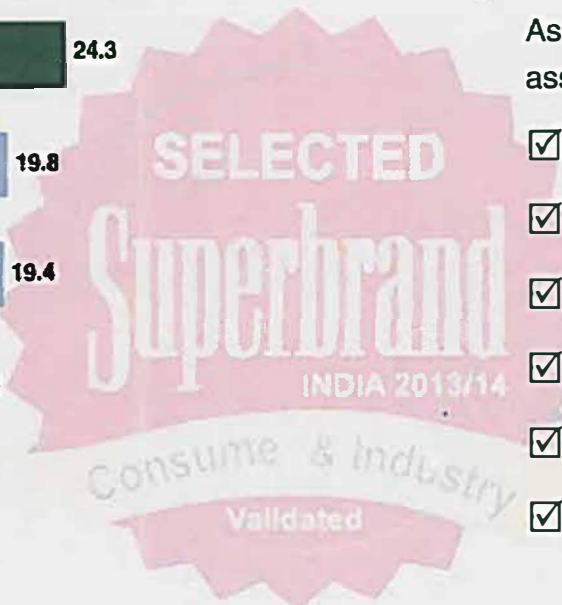
## Attitudinal Equity (AE)



## Key Highlights

As per IPSOS, Brand Blue Dart is associated as being:

- International Company
- Reliable
- Trustworthy
- Hi-Tech
- Strong CSR
- Customer Caring





# Blue Dart : Most Recognized Air and Ground Express Brand

Parameters	Air Express				Ground Express			Best in Class
	Blue Dart	Comp 1	Comp 2	Comp 3	Blue Dart	Comp 1	Comp 2	
Overall Satisfaction	56	30	31	27	54	33	27	BLUE DART
Value or Worth	53	35	24	36	50	25	27	BLUE DART
Account Opening and Pre Sales	47	45	38	35	50	33	29	BLUE DART
Pick up of Shipment	49	42	46	30	48	44	21	BLUE DART
Delivery of Shipment	49	33	41	33	49	40	32	BLUE DART
Account Management/ Relationship	48	40	38	36	46	42	33	BLUE DART
Technology	53	43	40	39	54	38	41	BLUE DART
Infrastructure	52	35	33	38	51	35	42	BLUE DART
Customer service over phone	47	38	31	29	47	33	33	BLUE DART
Pick up & delivery staff/ personnel	49	42	37	36	51	33	38	BLUE DART
Likelihood of Recommending	74	56	50	43	70	49	61	BLUE DART
Likelihood to Continue Using	75	55	47	53	73	63	59	BLUE DART
Likelihood to Increase Share of Business	68	54	39	40	67	46	59	BLUE DART

Source : Customer Satisfaction Survey 2016 by Ipsos.  
Weighted Scores



# Blue Dart: Awards and Recognitions

## A Few Accolades...

### Blue Dart Express

- Blue Dart was conferred with the Air Cargo Transportation Award at the Indian Chamber of Commerce 8th Annual Supply Chain & Logistics Summit & Excellence Award 2018
- Blue Dart ranked No. 15 amongst Top 50 of India's Best Companies to Work For – 2018
- Ranked amongst the Best Workplaces in the industry category of Transportation & Logistics by Great Place to Work Institute and Economic Times
- Blue Dart Ranked No. 2 amongst the Best Multinational Workplaces in Asia by Great Place to Work - Asia's Best Workplaces – 2018
- Blue Dart has been voted a Superbrand for the 11th consecutive year
- Blue Dart featured in the WPP Brandz list of India's Most Valuable Brands for the first time
- Blue Dart was awarded with World Post & Parcel Awards for its Ragstep CSR initiative Blue Edge: Empowering Lives
- Blue Dart was awarded with The Best Environment Friendly Project Award for Electric Vehicle (EV) Pilot at the ET Now, Rise with India present CSR Award
- Blue Dart wins the Prestigious Silver at DPDHL CEO Awards 2018 for Living Responsibility for the second consecutive year
- Blue Dart was awarded Best Integrated Logistics Service Provider at the India Cargo Awards North & East
- Blue Dart was awarded for Best Express Logistics Service Provider and best CSR Initiative at the 11th Express Logistics & Supply Chain Conclave
- Blue Dart was awarded with Best Logistics Company Award 2017 (Domestic) – at the ASSOCHAM Services Excellence Awards
- Blue Dart was honoured with DHL Asia Pacific Innovation Award 2017
- Blue Dart awarded the DPDHL CEO Awards 2017 for Living Responsibility
- Blue Dart honoured with Aisa's Most Trusted Brand
- Blue Dart was awarded Asia's best place to work and India's best companies to work for 2017 by GPTW
- Blue Dart was honoured with the best Service Provider at the Maruti Suzuki Logistics Meet 2017
- Blue Dart was awarded with Best Multi-Modal Transport Company – Maharashtra 2017, APAC Excellence Award for Air Transport 2017 and Best Multi-Modal Transport Company – Maharashtra 2017 by APAC Inside
- Blue Dart was awarded with Responsible Business of the year, Best in Class Corporate Social Responsibility practice, Sustainable Education strategy awards and Environmental Leadership Award at the Responsible Business Awards
- Blue Dart honoured with Responsible Business Leader of the Year
- Blue Dart recognized as one of the top 10 Companies in the category of Best Compliance Team 2017 by Legasis Group
- Blue Dart awarded the Gold in the "Employer of Choice" in the DPDHL CEO Awards – 2016
- Anil Khanna was honoured with the award for outstanding contribution to CSR at the South Asian Partnership Summit & Business Awards in Sri Lanka
- Anil Khanna was honoured as the 'Iconic Leader' at the prestigious Globe Platinum Awards 2016 in Hong Kong
- Anil Khanna was recognized as one of India's Most Valuable CEOs by Business World and Knowledge Partner Grant Thornton
- Blue Dart ranked 17th by 'Great Place to Work'
- Ansel Gambhir was honoured with the award for Cost Control and Management at the 8th Annual CFO100 Programme
- Best Customer Service in Logistics at the National Award for Excellence in Customer Service
- Global HR Excellence Awards - Lifetime Achievement Award – Anil Khanna – World HRD Congress
- Supply Chain Visionary of the Year - Anil Khanna – ET Logistics Award (Knowledge Partner KPMG)
- CEO of the Year - Anil Khanna – Awarded by 5th CMO Asia Awards for Excellence in Branding & Marketing
- Ranked one of India's Best CEOs – Anil Khanna – By Business Today Leader of the Year – Anil Khanna – Awarded by the Greatest Corporate Leaders Of India
- Lifetime Achievement Award - Anil Khanna - by LOKMAT Corporate Excellence Awards
- Conferred with the Brand Excellence Award in Supply Chain & Logistics Sector at the BE Brand Excellence Awards
- Ranked 25th in the Business World Real 500 list of 'Debt Free Companies'
- Ranked in 'Business World Real 500 list of India's Biggest Non-Financial Companies' by Business World
- Ranked among the Top 25 Companies adopting Good Corporate Governance Practices by The Institute of Company Secretaries of India, 2007-2009
- Recognized by 'The Institute of Chartered Accountants of India' for Excellence in Financial Reporting, 2005
- Blue Dart Aviation
- Air Cargo Carrier of the Year Award – Indian Supply Chain and Logistics Summit and Excellence Awards, 2012
- ELSC – Air Cargo Operator of the Year, 2012
- Cargo Operator of the Year (Cargo Airline) Merit Award by the CAPA – 2008.



# Internal Processes and Certifications

Robust internal processes and adherence to international quality standards

## GOGREEN Certification

- ▶ Awarded the **GOGREEN Certification** by SGS (Société Générale de Surveillance) in December 2011
  - ▶ Blue Dart & DHL offer **India's first end-to-end GOGREEN Carbon Neutral Service** across international and domestic markets.
  - ▶ Extension of DPDHL's **global environment protection program** launched in 2008
  - ▶ Provides customers an **environmentally responsible shipping option to neutralize their carbon footprint** by paying a marginal offset charge over and above shipping rates
  - ▶ Carbon emissions from customer shipments are offset by **reinvesting in environmental protection projects** verified by SGS



## First Choice and Net Promoter Score

- ▶ **DP DHL First Choice Asia Pacific Excellence Award** for 2011
  - ▶ Implementation of First Choice and Net Promoter Score programs to **improve service quality and ability to capture 'Voice of the Customer'**
  - ▶ Goal of becoming the "First Choice" for customers worldwide, bringing **long-lasting customer benefits and strengthening the brand experience**
  - ▶ Systematic and sustainable approach to **transform the business by aligning it to the customer's needs** on a continuous basis



## ISO Certification / Auditors

- ▶ **LRQA - ISO** - Certified as per ISO 9001 standards since 1996 and re-certified in August 2017 for 3 years to the new global ISO 9001-2015 standards
- ▶ **Statutory Auditors:** S.R.Batliloi & Associates LLP
- ▶ **Internal Auditors:** KPMG



# Board of Directors and Key Management Personnel

Committed Board and senior management team with significant years of experience with the Company



**Sharad Upasani**

Chairman

Previously affiliated with IMF, Government of India and Government of Maharashtra



**Anil Khanna**

Managing Director

39 years of experience overall; 25+ years with Blue Dart Express



**Malcolm Monteiro**

Director

CEO DHL eCommerce India; previously MD, Blue Dart Express



**Narendra Sarda**

Director

Chartered Accountant, previously president of ICAI and was also Chairman of Deloitte, India



**Air Marshal M. McMahon (Retd.)**

Director

Wide experience in the Aviation Industry. Commissioned as Fighter Pilot and served in IAF for 42 years



**Tulsi Mirchandaney**

Director

44 years of experience overall; 21+ years with Blue Dart Group.

Managing Director, Blue Dart Aviation (Wholly Owned Subsidiary)



**Aneel Gambhir**

Chief Financial Officer

30 years of experience overall; 20+ years with Blue Dart Express



**Tushar Gunderia**

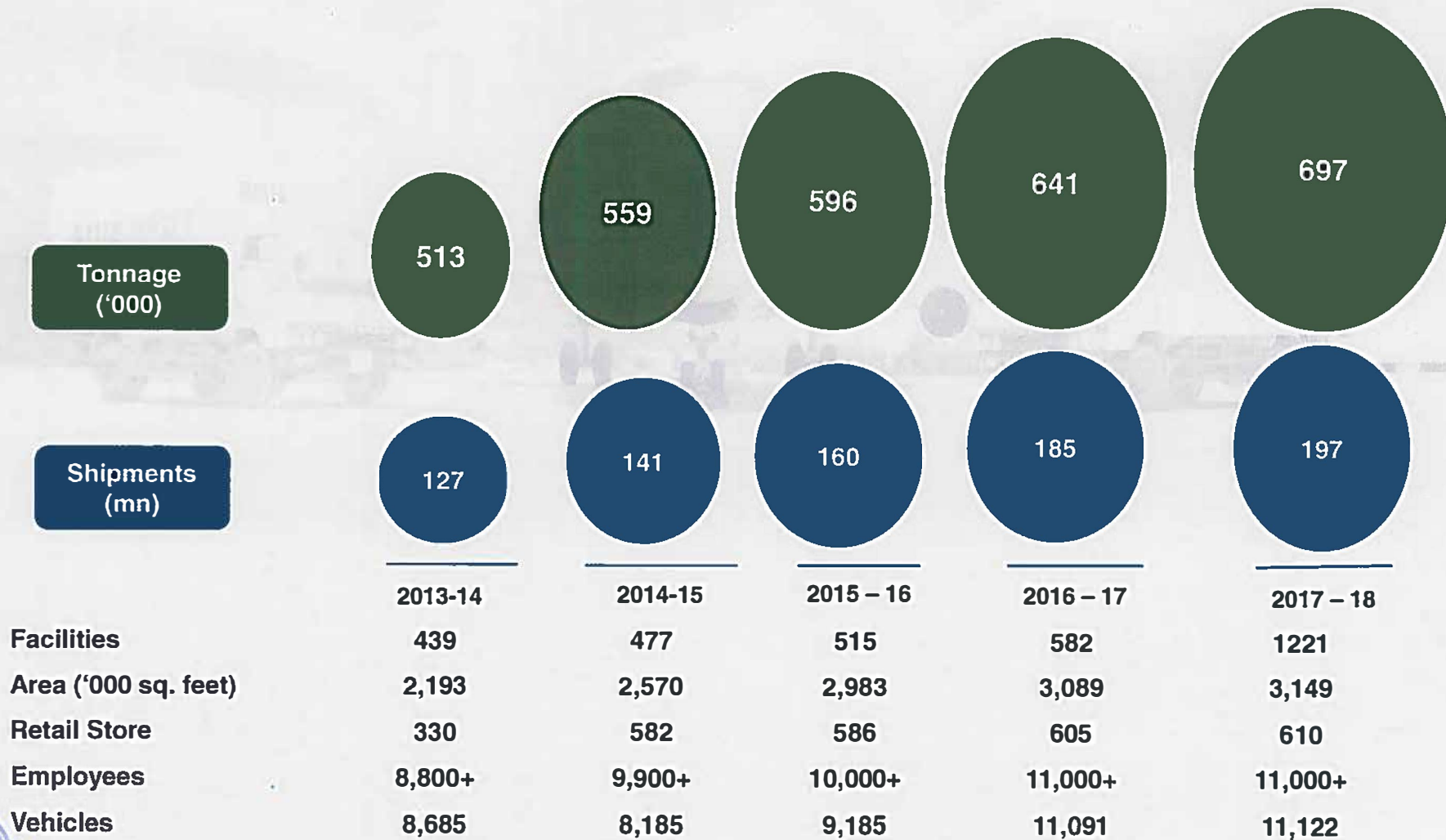
Company Secretary & Head - Legal & Compliance

27 years of experience overall; 20+ years with Blue Dart Express



# Consistent Volume Growth

## Operational Evolution



Source: Audited Company Financial Reports.  
 Note: Operational figures as of year end and do not include DHL Express figures.



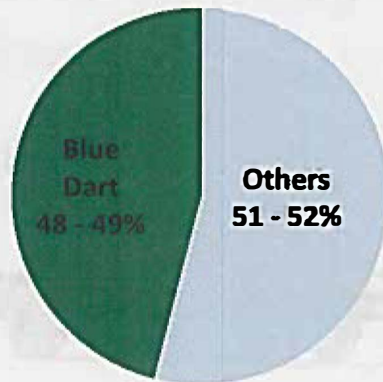
# Formidable Leadership: Strong Express (B2B & B2C) Market Position

Despite the slowdown since 2012, Blue Dart done well on revenue growth

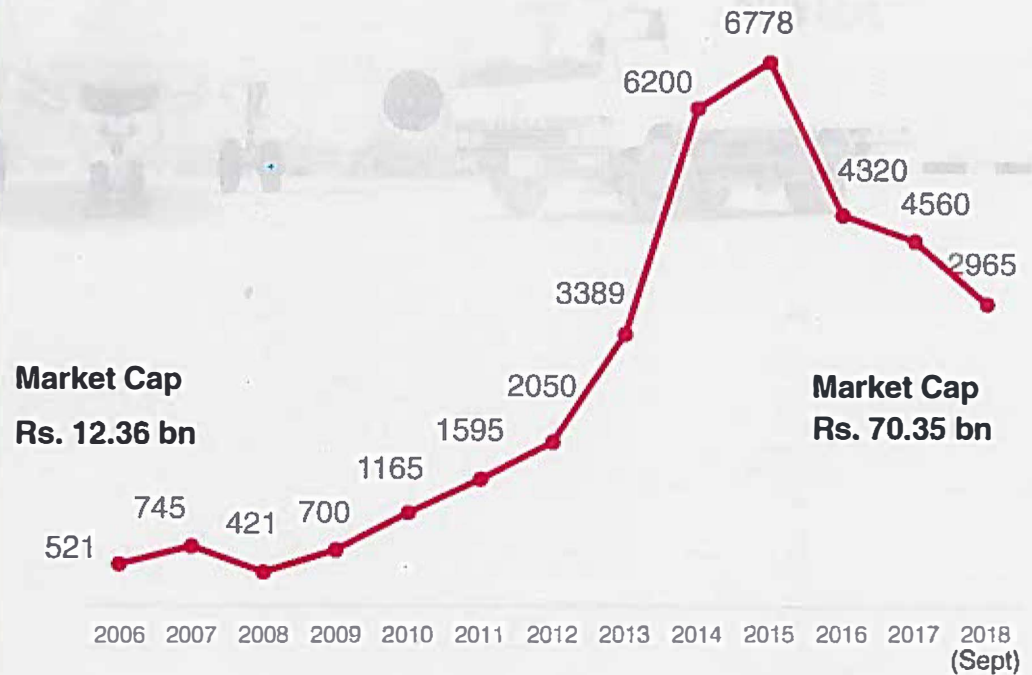
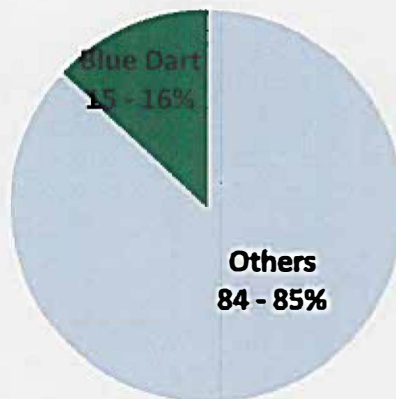
## Market Position <sup>(1)</sup>

## Market Cap <sup>(2)</sup>

Organized Air Express Market Share (%) (2018 E)



Organized Ground Express Market Share (%) (2018 E)



Market Cap  
Rs. 12.36 bn

Market Cap  
Rs. 70.35 bn

Estimated for 2018 (Jan - Dec)  
As on March 31



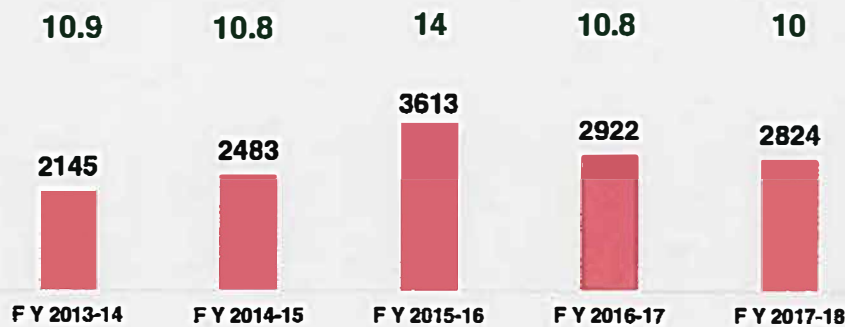
# Proven Growth Track Record...(1)

Blue Dart has demonstrated a consistent and stable financial growth profile

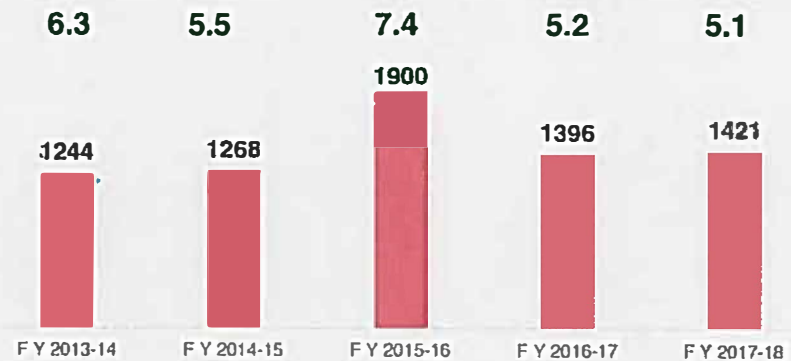
## Income<sup>(2)</sup> (Rs. mn)



## PBIDT<sup>(3)</sup> (Rs. mn) and Margin (%)



## Net Profit (Rs. mn) and Margin (%)



Source: Audited Company Financial Reports.

(1) All financials are on a Standalone basis.

(2) Total Income comprising Service Charges, Commission and Other Income.

(3) Profit Before Interest, Depreciation and Taxation.

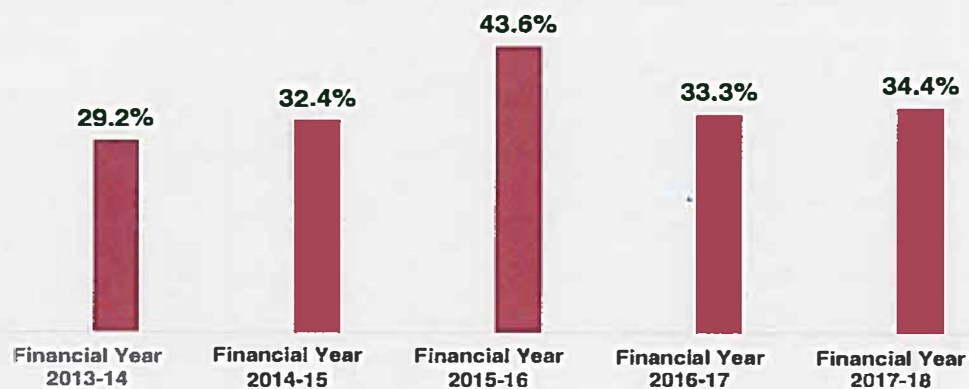
# ...Leading to High Cash Flow Generation With ...

Consistent in generating robust cash flows and delivering superior returns to shareholders

## Cash from Operating Activities<sup>(1,2)</sup> (Rs. mn)



## Return on Capital Employed (RoCE)<sup>(3,4)</sup>



Source: Audited Company Financial Reports.

(1) on a Standalone basis.

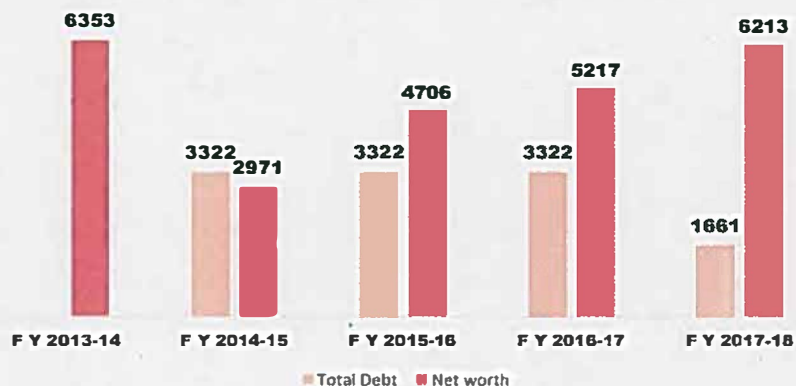
(2) RoCE calculated as EBIT / Average Capital Employed.



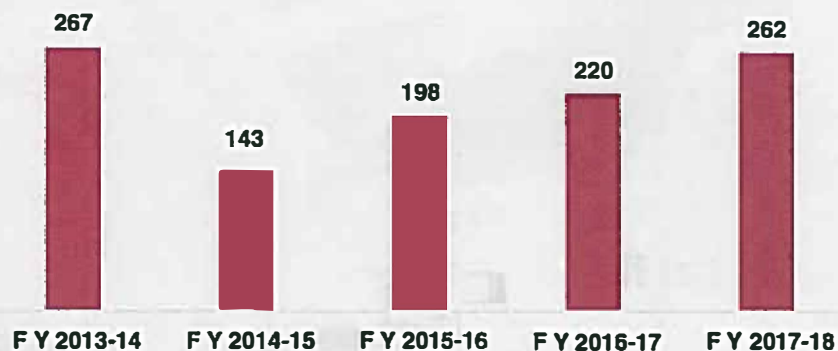


## ...Debt Capital Structure and Credit Ratings<sup>(1)</sup>

### Debt and Net Worth (Rs. mn)



### Book Value Per Share (Rs.)



During FY 2014-15, Company allotted fully paid Non Convertible Debentures aggregating to Rs 3322 millions by way of Bonus to its Equity shareholders. Accordingly an amount of Rs 4049 million (including DDT & other related expenses) was apportioned out of Reserves.

Source: Audited Company Financial Reports.

(1) on a Standalone basis.

### Credit Ratings (as on 31<sup>st</sup> March 2018)

- ▶ “[ICRA] A1+” (ICRA A one plus) assigned by ICRA Ltd. (a Moody’s Investors Service associate) for Blue Dart’s commercial paper / short-term debt programme of Rs. 250 million (outstanding – nil)
- ▶ ICRA has also assigned [ICRA] AA (Stable) (ICRA double A) (long-term rating) and [ICRA] A1+ (ICRA A one plus) (short-term rating) to the company’s bank limits (working capital) of Rs. 361.5 million (including fund-based and non-fund-based limits)
- ▶ “IND A1+” (Ind A one plus) assigned by India Ratings and Research Pvt. Ltd. (erstwhile known as Fitch Ratings India Pvt. Ltd. for Blue Dart’s commercial paper/ short-term debt programme of Rs. 300 million (outstanding – nil)
- ▶ ICRA has assigned “[ICRA] AA” and India Ratings & Research Private Ltd. “IND AA” to Company’s Unsecured, Redeemable Debentures. (Issue size – Rs 3322 million, outstanding – Rs 1661 million)



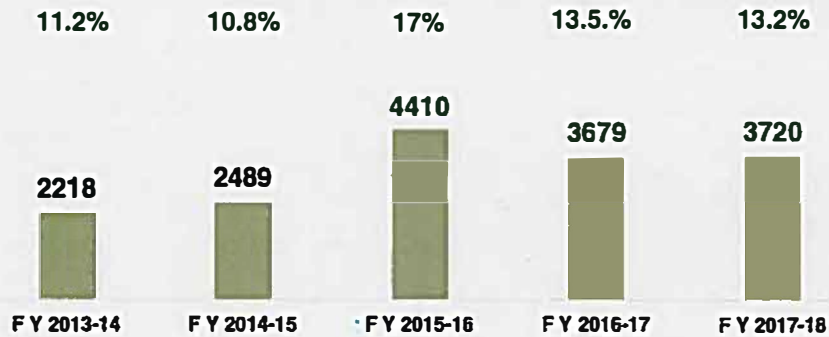
# Proven Growth Track Record...(1)

Blue Dart has demonstrated a consistent and stable financial growth profile

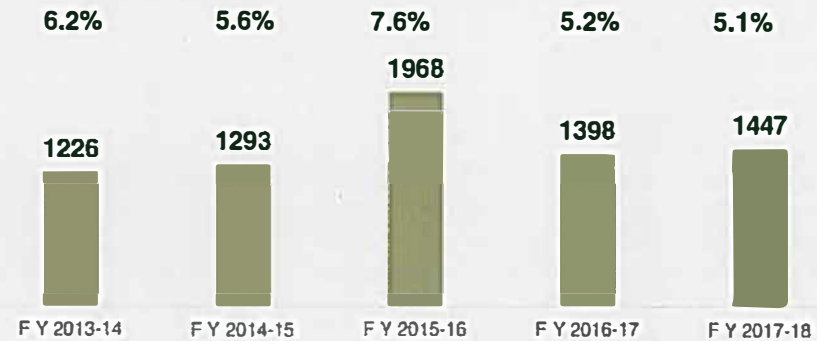
## Income<sup>(2)</sup> (Rs. mn)



## PBIDT<sup>(3)</sup> (Rs. mn) and Margin



## Net Profit (Rs. mn) and Margin



Source: Audited Company Financial Reports.

(1) All financials are on a Consolidated basis.

(2) Total Income comprising Service Charges, Commission and Other Income.

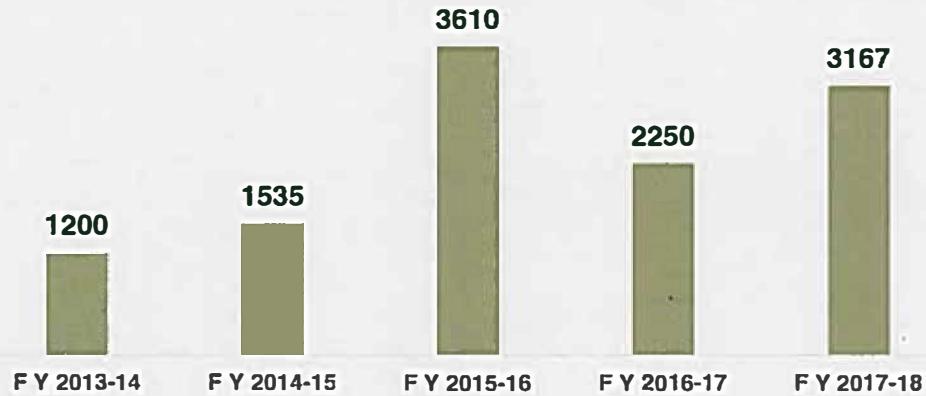
(3) Profit Before Interest, Depreciation and Taxation



# ...Leading to High Cash Flow Generation With ...

Consistent in generating robust cash flows and delivering superior returns to shareholders

Cash from Operating Activities<sup>(1,2)</sup> (Rs. mn)



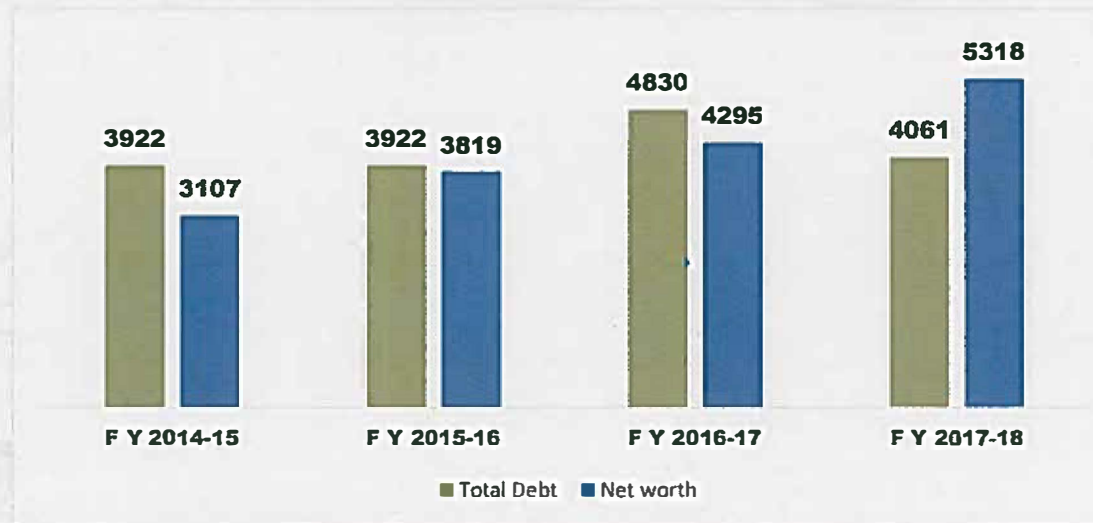
CAGR : 27%



Source: Audited Company Financial Reports.  
Cash from Operating Activities on a Consolidated basis.

# ...Debt Capital Structure and Credit Ratings<sup>(1)</sup>

Debt and Net Worth (Rs. mn)



Source: Audited Company Financial Reports.

(1) Debt and Net Worth on a Consolidated basis.

(2) BDAL has become 100% subsidiary of the Company on November 24, 2016.



# Corporate Business Strategy

## Maintain and Grow Market Leadership

### Medium Term Initiatives

- Increase quarterly / annual market shares in both Air and Ground delivery segments
- Enhance and strengthen presence in sectors like e-commerce, pharmaceuticals, auto, consumer, BFSI and IT
  - Continuously improve performance with every product & solution we offer
- Increase coverage and footprint beyond tier II and III towns
  - Delivering a clearly defined and consistent product & solution portfolio
- Focus on small and medium enterprises
  - Be recognized as a trusted partner, truly understanding the customer's current and future needs
- Increase automation levels across processes
  - Increase the adaptability of our product & solution portfolio
  - Simplify and standardize processes to deliver excellence
- Enhance skill development
  - Develop comprehensive people empowerment and engagement module critical for growth
- Continue to drive process efficiencies and implement quality measures like OCPM<sup>(1)</sup>, OCPK<sup>(2)</sup> & DSO<sup>(3)</sup> to improve profitability (EBIT margins)
- Reduce CO<sub>2</sub> emission, engage in education, humanitarian and disaster response
- Focus on e-tailing business
  - Strengthen the e-tailing segment including e-fulfillment

### Long Term Strategies

- Achieve and maintain leadership status and pole position in both Air and Ground express segments
- Continuously improve quality of operations for enhancing customer satisfaction
- Pursue product and service innovation
- Create state-of-the-art infrastructure
- Stay ahead of the curve by continuously investing in, and adopting, next generation technologies
- Aggressively invest in human capital development
- Develop leadership pipeline
- Maintain debt-free status and deliver profitable growth
- Continue to be the industry leader in delivering the triple bottom line and increase CO<sub>2</sub> efficiency by 30% in 2020



# Key Challenges and Mitigants

## Dependence on Macroeconomic and Business Environment

- Develop alternate and innovative customer-centric solutions to counter any dampening in the economic sentiment

## Exposure to fluctuations in Crude Oil, Diesel and Currency

- Fuel Surcharge based pricing mechanism to counter rise in crude prices
- Fuel Surcharge based pricing mechanism to counter rise in diesel prices
- Have introduced CAF (Currency Adjustment Factor) to counter fluctuations in currency

## Entry of New Organized Players as Industry Matures

- Significant barriers to entry due to infrastructure bottlenecks like limitations of airside space, time slots, licensing and others

## Availability of Skilled Front-Line Manpower

- Tie-up with multiple manpower recruitment agencies

## Changes in Regulatory Environment:

- Closely monitor the developments and adapt as necessary



# Blue Dart Express Limited Financial Results (Standalone)

## Key Income Statement Items

Amounts in Rs. Mn, unless stated otherwise

Particulars	Jul 18 – Sept 18	Apr 18 – Jun 18	Jul 17 – Sept 17)	Half year ended	F.Y 2017-18
	Q2 2018-19	Q1 2018-19	Q2 2017-18	30.09.2018	
Income <sup>(a)</sup>	8,026	7,373	7,086	15,399	28,134
PBIDT <sup>(b)</sup>	449	491	826	939	2,824
PBIDT Margin	5.6%	6.7%	11.7%	6.1%	10.0%
Net Profit	213	221	414	434	1,421
Net Profit Margin	2.7%	3.0%	5.8%	2.8%	5.1%

Particulars,	Year ended Mar' 31, 2018	Year ended Mar' 31, 2017
Net Worth	6,213	5,217
EPS (Basic & Diluted) (Rs)	59.9	58.8
Dividend per share (Rs)	12.5	15
Book Value (Rs)	262	220
ROCE (%)	34.4	33.2
Adjusted Debt Equity Ratio (x) <sup>(c)</sup>	-	0.3

Source: Company Financial Reports

- The financial results are prepared in accordance with the Companies (Indian Accounting Standards) Rules, 2015 (Ind As) as prescribed under section 133 of the Companies Act, 2013 and other recognised accounting practices and policies as applicable.
- The Company has only one operating segment, which is integrated air and ground transportation and distribution. All assets of the Company are domiciled in India and the Company earns its entire revenue from its operations in India.
- Interest on Unsecured, Redeemable, Non-Convertible Debentures (Series II and III) has been paid in full on due date i.e. March 31, 2018. The redemption of Series II Debentures along with interest has been paid on due date i.e. November 20, 2018 and annual interest on Series III is due for payment on March 31, 2019.

Note:

- Total Income comprising Net Sales/Income from Operations and Other Operating Income.
- Profit Before Interest, Depreciation and Taxation (PBIDT) are inclusive of other income.
- Adjusted Debt equity Ratio = (Long Term Debt – Cash & Cash Equivalents)/Net Worth





**Thank You**

