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August 08, 2022

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 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

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## Blue Dart Expands its Retail Footprint in Tier I and II Markets

- Will launch 15 retail stores on 15<sup>th</sup> August 2022 to facilitate trade in the nation
- Through the 'Har Ghar Tiranga' campaign will distribute 75,000 flags free from all Blue Dart stores
- Encourages all employees to hoist the Tricolour at their homes and pin it on <https://harghartiranga.com/>

**Mumbai 8<sup>th</sup> August 2022:** Joining the, 'Azadi ka Amrit Mahotsav' initiative, Blue Dart, South Asia's premier express air and integrated transportation & distribution company strengthens its presence by introducing 15 new retail stores across the country. The stores will be launched on 15<sup>th</sup> August and will be located in Odisha, Assam, Haryana, Tamil Nadu, Telangana, Karnataka, Maharashtra, Gujarat and Madhya Pradesh.

The new stores will widen Blue Dart's presence in Tier I & II markets in India. The expansion will act as an advantage for customers enabling Blue Dart to cater to 55,000 plus locations. With around 700 retail stores (with DHL) across India, Blue Dart offers the most reliable, resilient and responsive service providing a quick turnaround time and an enhanced direct reach to pin-codes in the country.

**Ketan Kulkarni, Chief Commercial Officer, Blue Dart** says, "As pioneers in Express Logistics and the Nation's trade facilitator we understand the growing logistic needs. The retail expansion will widen our network and improve accessibility to our customers. We will continue to identify new locations and will further expand our reach in order to improve last mile logistics to the remotest parts of the country."

Integrating with the 'Azadi Ka Amrit Mahotsav' and the 'Har Ghar Tiranga' campaign, Blue Dart has planned multiple patriotic activities which will be executed at all stores. India's 75<sup>th</sup> Independence will be celebrated with much grandeur and most importantly will connect with the 'Har Ghar Tiranga' campaign. 75,000 flags will be distributed at all Blue Dart stores in the country to invoke the feeling of patriotism in the hearts of all creating awareness about the Indian National flag.

Commenting on the Independence Day campaign **Ketan Kulkarni** says, "Azadi Ka Amrit Mahotsav is a historic movement that will decode India 2.0 for the future generations. Blue Dart is a, 'People Centric' brand and we want to be an integral part of all the festivities that our customers, our employees and our stakeholders celebrate. India's 75<sup>th</sup> independence is a celebration of patriotism which we would like to rejoice. Our new stores will illustrate special independence day appeal and will ensure that we keep the Tiranga flying high as we participate in the 'Har Ghar Tiranga' campaign."

Customers visiting Blue Dart stores will also receive specially designed merchandise like taffeta bags, key chains and much more. Adding to the festivity, Blue Dart will conduct a National Quiz themed on the freedom movement on all its social media platforms. To keep up the patriotic spirit, all the front-liners will also wear an, 'Azadi Ka Amrit Mahotsav' badge.



As a part of the DPDHL Group, Blue Dart aligns itself with the Group's Sustainability Roadmap and continues to work towards clean operations for climate protection (Environment), being a great company to work for all (Social) as well as being a highly trusted company (Governance). As a Sustainable Provider of Choice, Blue Dart was the among the first to set a quantified carbon-efficiency target. In 2011, Blue Dart was the first in the country to launch an end-to-end GoGreen Carbon Neutral Service, on all its products; domestically and internationally. To add to this achievement, this year on World Environment Day, 05<sup>th</sup> June, 2022, Blue Dart also signed the Climate Neutral Now pledge, an initiative by the UNFCCC towards achieving a climate neutral future.

**About Blue Dart:**

*Blue Dart Express Ltd., South Asia's premier express air and integrated transportation & Distribution Company, offers secure and reliable delivery of consignments to over 55,000 locations in India. As part of Deutsche Post DHL Group's DHL eCommerce Solutions 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 Go programs.*

**For more information, please contact:**

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**CERTIFIED TRUE COPY**

For BLUE DART EXPRESS LTD.

  
TUSHAR GUNDERIA  
COMPANY SECRETARY &  
HEAD - LEGAL & COMPLIANCE