

**NO ONE KNOWS
E-COMMERCE LIKE WE DO**

BLUE DART 

VISION

“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



INNOVATION

5 KEY DRIVERS FOR E-COMMERCE GROWTH

- 1 High Domestic Consumption**
- 2 Digital Adoption growing at an exponential pace**
- 3 Shopping On-line becoming a way of life**
- 4 Tier III / IV and rural India**
- 5 Reliable, agile and large national level express logistics players will be able to sustain this growth needs**

THE BLUE DART ADVANTAGE

**LARGEST & MOST
SUCCESSFUL EXPRESS
PLAYER**

**IN ACTIVE INVESTMENT
MODE TO MAKE INDIA'S E-
COMMERCE SUCCESSFUL**

**FLEXIBLE ENVIRONMENT;
CONTINUOUS PROCESS RE-
ENGINEERING**

**BEST SERVICE PARAMETER
DELIVERABLES OVER 34
YEARS**

Everything we do is part of our vision to:

- 1 Make our customers' business successful
- 2 Activate, engage and inspire our employees to play their part
- 3 Provide high quality solutions
- 4 Offer great customer experience, more choice, convenience and control
- 5 Deliver products to millions with expertise, efficiency, innovation and customer centricity

4 PILLARS OF DIFFERENTIATION



VALUE

HIGH & CONSISTENT SERVICE EXPERIENCE



PRODUCTS

EXPRESS DISTRIBUTION FROM A DOCUMENT TO A CHARTER LOAD



TECHNOLOGY

CUSTOMER APIs, REAL-TIME TRACK & TRACE, SUPERIOR VISIBILITY & CONTROLS
CREATE POWER FOR YOUR BUSINESS



LEADERSHIP

BRAND VALUES, PASSIONATE PEOPLE-FORCE, UNMATCHED INFRASTRUCTURE AND CONTINUOUS INNOVATIONS DRIVE EXPERIENCE

BLUE DART'S E-COMMERCE PRODUCT PORTFOLIO

Domestic Delivery



- **Cash on Delivery**
 - Dart Apex – B2C
 - Dart Surface line – B2C
- **Pre-paid**
 - Dart Apex – B2C
 - Dart Surface line – B2C
- **Reverse Logistics**
 - Open
 - Closed
 - Exchange
- **Dart Plus**
 - Economical Speed Trucking / Air Solution
- **Special Services**
 - Same Day
 - Next Day
 - Preferred Time Slot Delivery
 - Pre 9:00 AM / Post 6:00 PM

A service clearly differentiated, adds significant value to the seller and the consumer, and ensures we are the Provider of Choice.

Cross Border



- **DHL GM Packet**

Reliable, affordable shipping of standard low-weight packages
- **DHL GM Packet Plus**

Trustworthy and reliable shipping option powered by simplified clearance
- **DHL Parcel International Direct**

Robust international shipping solution with direct injection into key e-commerce markets

We make 'Cross Border' Shipping Simple and Affordable. Enable anyone to ship anything anywhere.

Fulfillment



- **Dock to Stock**

Inbound Goods Receiving | Product Labeling / Bar-coding | Unit Level Quality Check | Dimensioning / Product setup | Put away to Storage | Update Saleable Inventory | Cycle count and inventory management.
- **Stock to Dock**

Pick items | Quality check/audit orders | Serial No. capture | Print and enclose invoice | Pack Orders | Print and paste shipping label | Dispatch and Shipping
- **Back to Stock**

Receive returns | Detailed QC and product grading | Refurbishing | Repacking
- **Other Services**

CIR QC and forward to sellers | India Post order processing for British Council

Our Vision is to build a network of fulfilment centres that enables best-in-class consumer experiences today, and into the future.

Reverse Pickup Options

1

Closed
Reverse for
APEX



2

Closed
Reverse for
Surface



3

Doorstep QC
& Packaging
APEX



- Same Day Pickup to Refund on time for happy customers
- Fast Return Delivery for speedy re-sales and reduce business loss
- Open Reverse with Doorstep Quality Check & Packaging to reduce disputes directly on the door and save costs
- Dedicated, trained team for Open Reverse in 14 cities in India
- Over 5,000 pin codes covered for Closed Reverse

WE 'DELIVER THE SMILE IN THE LAST MILE'

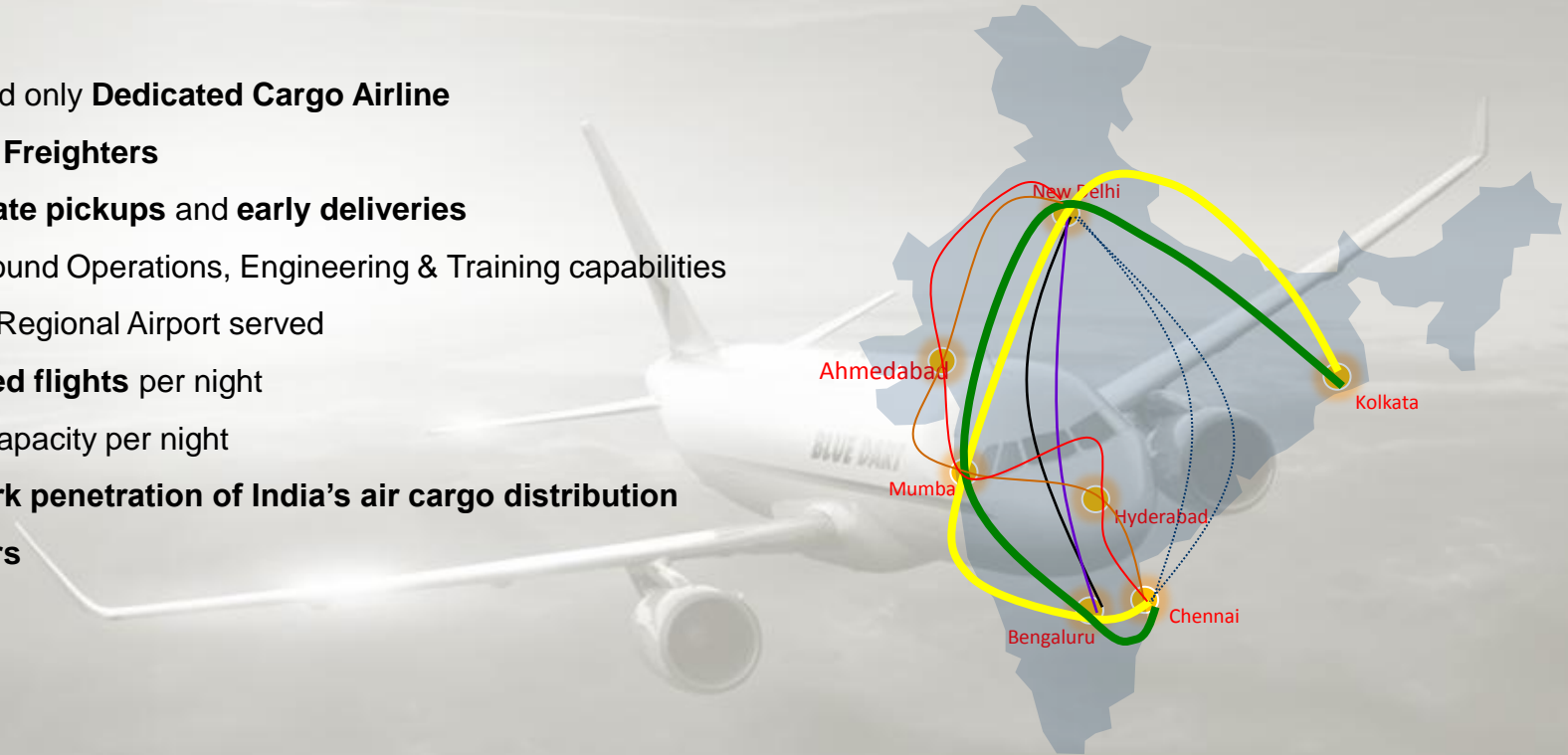
Our Commitment

- 1 Seamless and simple IT integration options
- 2 Broad range of delivery options
- 3 Visibility from order to delivery & Online dashboard for status updates
- 4 Personalised customer services
- 5 High Service Quality
- 6 Fastest Remittance cycle
- 7 Outstanding consumer services like MPOS & Payment Wallets

We are leveraging our experience globally and in India to meet the needs of our customers in the e-commerce market.

BLUE DART'S OWN AVIATION NETWORK: A CLEAR EDGE FOR COMPETITIVE ADVANTAGE

- India's 1st and only **Dedicated Cargo Airline**
- **6 B757-200 Freighters**
- Facilitates **Late pickups** and **early deliveries**
- In-house Ground Operations, Engineering & Training capabilities
- 7 Major & 1 Regional Airport served
- **73 scheduled flights** per night
- **500+ tons** capacity per night
- **90% Network penetration** of India's air cargo distribution
- **Day Charters**

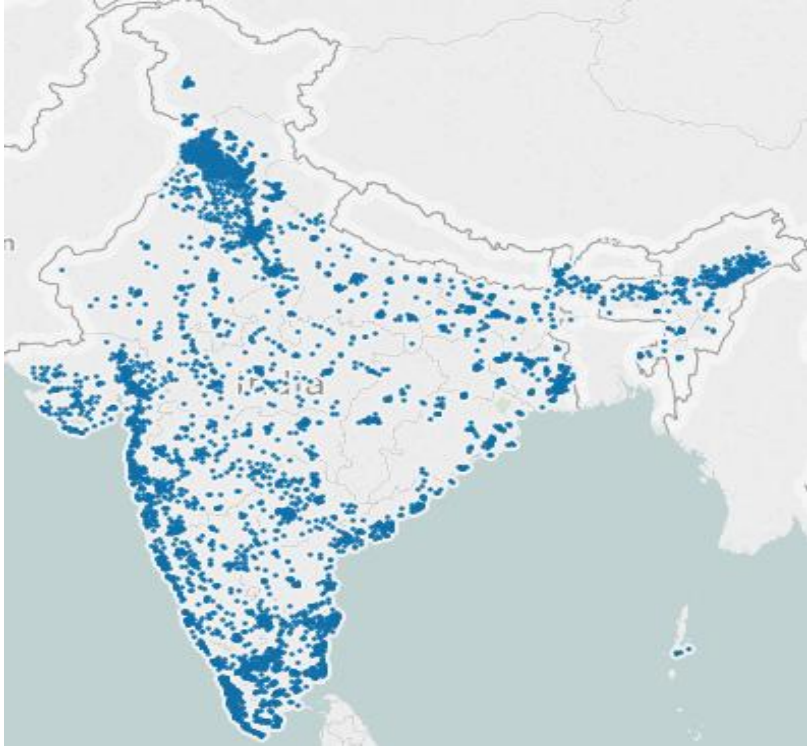


BLUE DART'S DEDICATED GROUND NETWORK IS EMPOWERED BY SPEED TRUCKING

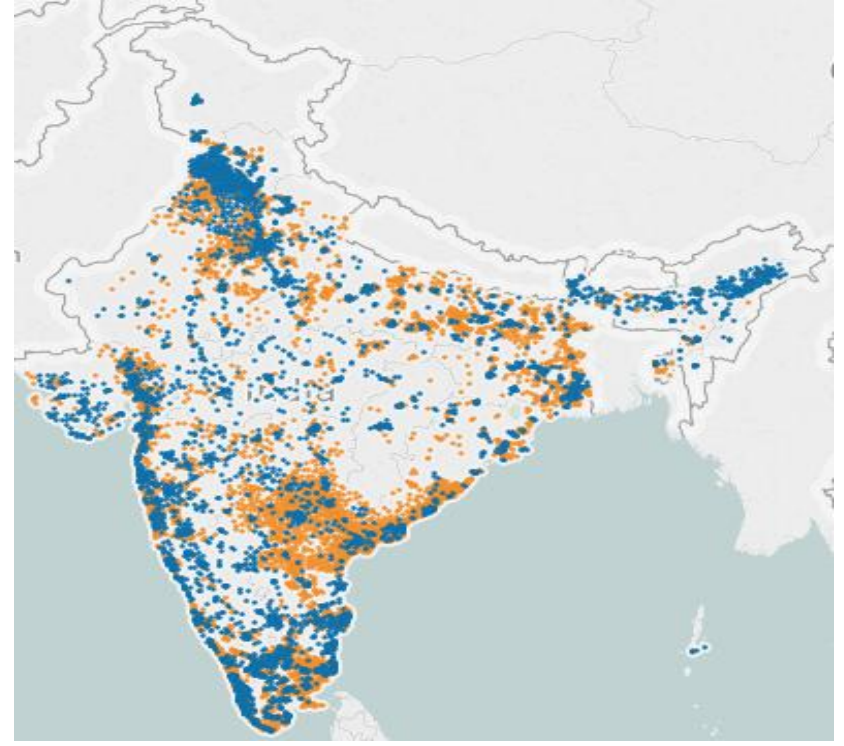
- **Hub, Spoke & Centipede** model
- **GPS tracking** of vehicles
- **Real time visibility** at package level
- Total control enables **dynamic routing**
- **250 Network routes**
- **33,000 tons per month**
- **13 Domestic Hubs**
- **Dedicated 24x7 Network Control Center** for vehicle tracking



BLUE DART WILL COVER INDIA 100% BY DEC 2018; NOW COVERS 98% OF DEMAND & 16,000+ PIN CODES.



■ PIN CODES COVERED TILL DECEMBER 2017



■ ADDITIONAL PIN CODES OPENED 2018

BLUE DART'S UN-MATCHED LEADERSHIP ON KEY PARAMETERS



6 B757-200s
CARGO
FREIGHTERS



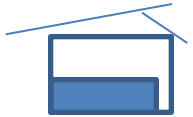
11,087
TEAM MEMBERS



11,122
VEHICLES / TWO-
WHEELERS



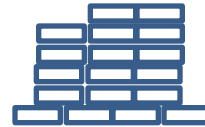
1,500
FACILITIES



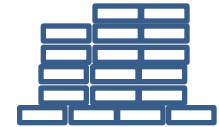
610
RETAIL STORES



16,000+
PINCODES
SERVICED



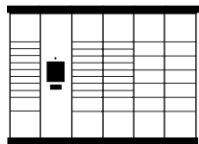
7,50,000
TONS
HANDLED / YR.



200+ MN.
SHIPMENTS
HANDLED / YR

16 SHIPMENTS DELIVERED EVERY SECOND

BLUE DART'S INNOVATIONS TO ENABLE SUPERIOR SERVICE EXPERIENCE



PARCEL
LOCKERS



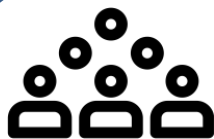
MOBILE
SERVICE
CENTRES



DIGITAL
PAYMENTS



CALL
BRIDGE FACILITY



BLUE WAY
CROWD SOURCING



AUTO
SORTERS



MOBILE APP
SMART DEVICE



PARCEL
SHOPS

BLUE DART'S INNOVATIONS TO ENABLE SUPERIOR SERVICE EXPERIENCE



SAME DAY
DELIVERY



NEXT DAY
DELIVERY



METRO
LOGISTICS



EXCHANGE



REVERSE
PICKUPS



OPEN
REVERSE
WITH
QUALITY
CHECK

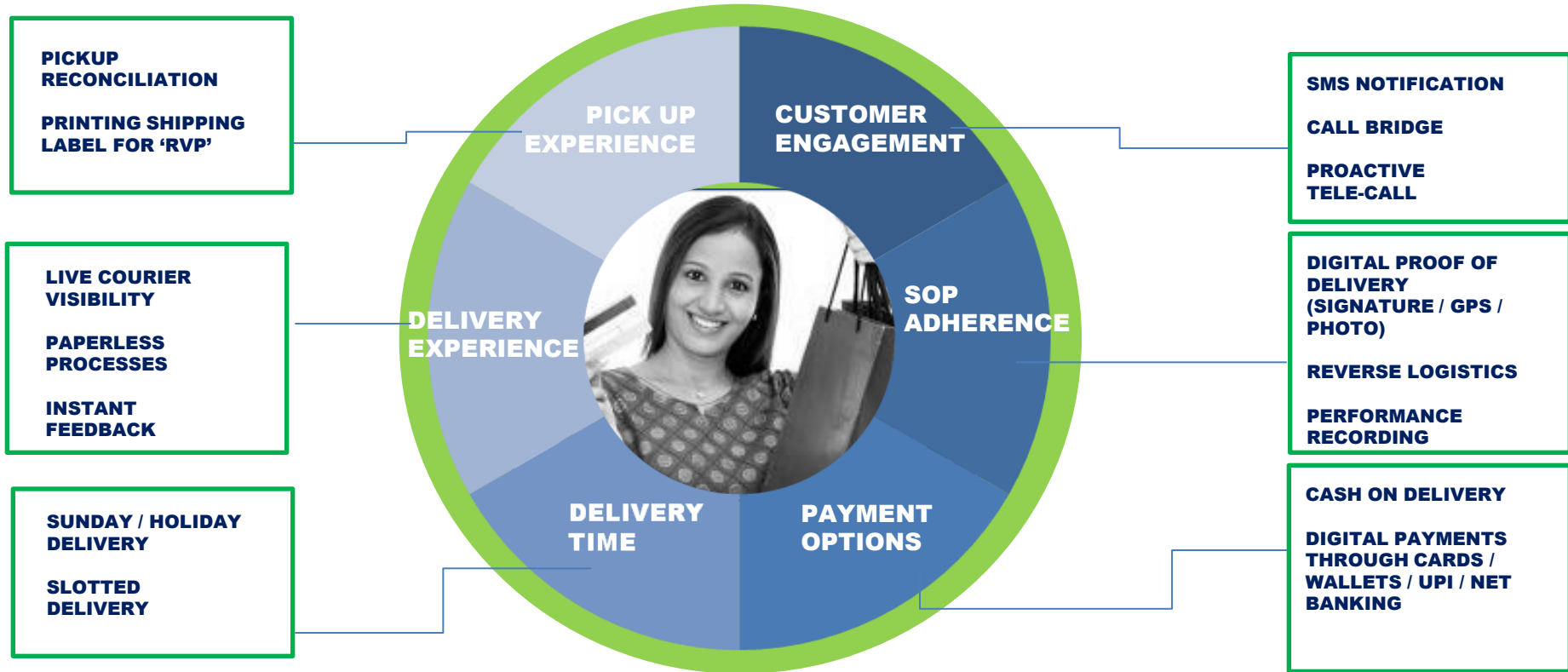


EXCLUSIVE
E-TAIL DELIVERY
TEAMS



SUNDAY
/ HOLIDAY
DELIVERIES

BLUE DART'S INNOVATIONS TO ENABLE SUPERIOR SERVICE EXPERIENCE



Easy multiple ways to integrate your First-Mile with **Blue Dart's ShippingAPI**

Blue Dart's ShippingAPI is an advanced tech solution that allows airway bill creation and data exchange in real-time between a customer and Blue Dart. This ensures data accuracy, no errors and no manual intervention. The solution also ensures all the business logic is applied and the airway bill is always accurate.

Blue Dart ShippingAPI does a lot for you ...

KNOW THE SERVICES OFFERED TO A LOCATION	YES ✓
KNOW THE 'VALUE LIMIT' FOR A LOCATION	YES ✓
FIND THE TRANSIT TIME	YES ✓
REGISTER A PICK-UP	YES ✓
CANCEL A PICK-UP	YES ✓
GENERATE A AIRWAY BILL	YES ✓
CANCEL A AIRWAY BILL	YES ✓
ASK FOR A RETURN OF SHIPMENT	YES ✓
E-WAY BILL (GST) READY	YES ✓

OPTION

1



IDEAL FOR
LOW VOLUMES

A simple application is installed on a customer's desktop and the shipping information is keyed in one by one. Interactive queries available for instant answers to shipping queries. This is ideal for low volumes in the range of 20 shipments / day.

OPTION

2



IDEAL FOR
MEDIUM VOLUMES

Order data is extracted from own legacy system to MS EXCEL format and imported into the application to initiate the shipping process. This reduces the data rekeying effort as well as any manual errors creeping in the system. This is ideal for medium volumes in the range of 100 shipments / day.

OPTION

3



IDEAL FOR
LARGE VOLUMES

For customers with large number of orders and having a need to integrate their order processing system with the shipping process in real-time basis, can use the ShippingAPI web services.

The ShippingAPI is platform independent, and customers are free to develop and integrate the APIs in any programming language.

For easier on-boarding to this latest technology, a sandbox environment is also available before going into live production site.

INDIAN EXPRESS LOGISTICS' **MOST INTELLIGENT DASHBOARD TO EMPOWER YOU**



Monitor daily remittances

Live Tracker for an in-depth insight into your shipment's journey

KPIs that measure our service quality

BLUE DART'S DASHBOARD FOR LOGISTICS MANAGEMENT

Insightful & detailed drill downs

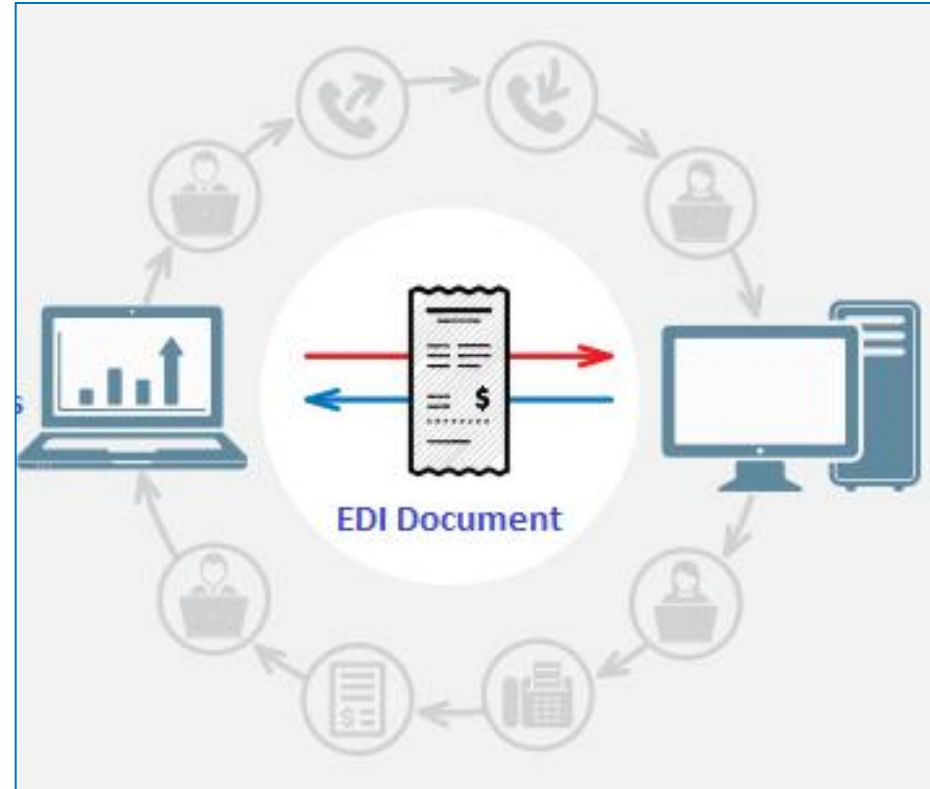
Communication channel for alternate instructions

PUSH EDI – REAL TIME DATA EXCHANGE

- Fully automated, Template based data exchange of events in real time to customer's systems.
- Customers may use the data elements and design their own specific workflow.
- Choice of Multiple Protocols & Medium.
- Appropriate levels of security & access control.

Architecture Insights:

- Service based Reactive architecture, event driven.
- Messaging Queuing bus with retry mechanism.
- Verbose Logging to Elastic Search framework.
- High Availability for each component.



CUSTOMER TESTIMONIALS ON EXPERIENCE & DELIGHT



I exactly knew when my iPhone was reaching

C. Srikant, 26 yrs,
IT Professional, Chennai



I got the payment receipt immediately .. no need of pen to sign..nice

Neha Tare, 42 yrs,
House Wife, Pune



Wow.. I could pay by my credit card.. So quick and easy

Seema Lamba, 29 yrs
Interior Designer, Delhi



Good I got a call in time from courier and I could change the delivery time to late evening

Vijay Kumar, 34 yrs,
Doctor, Bangalore

BLUE DART IS GEARED TO ENABLE YOUR GROWTH ASPIRATIONS

- Undisputed air infrastructure and air service quality with own dedicated aviation freighters
 - Ground Express is growing exponentially and with service levels superior to competitors
 - Lowest RTO rates in the industry
 - India is being connected at a fast pace, every day we are serving more pin codes. Deliver Any Where Now
 - Unrivalled in metros; fastest growing and most agile in Tier III / IV and beyond
 - Ranked a Superbrand, Readers Digest Trusted Brand and ET & GPTW's One of India's best places to work.
 - Robust introduction of latest Analytical Methods, automation and digitalisation
 - Customer Satisfaction ahead by 18% from the nearest second best. Highest Net Promoter Score of 84%
 - Focus on catering to the mega, large, medium, small, micros e-commerce players with equal ease and focus through dedicated agile teams.
 - A brand built on the premise that happy employees create happy customers
 - Key Investment area focus will continue to be on Reach, Automation, Infrastructure, process re-engineering, service metrics / quality and people.
-

THESE TOP BRANDS & MANY MORE TRUST US ...



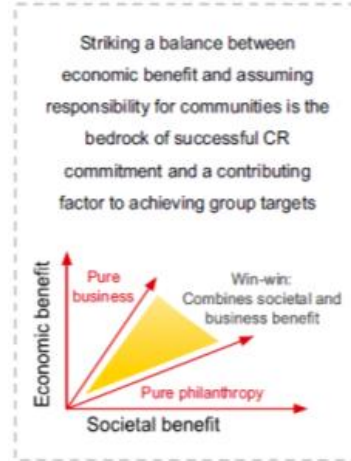
BLUE DART IS A SOCIALLY RESPONSIBLE CORPORATE



LIVING RESPONSIBILITY

Blue Dart has a comprehensive strategy and a strong board and senior leadership for fulfilling our corporate responsibility – ‘Living Responsibility’

Blue Dart (along with DPDHL) 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.



Working with the Best!



Prime Minister's National Relief Fund



TEACHFORINDIA

BLUE EDGE

AGASTYA INTERNATIONAL FOUNDATION
SUPPORTED BY S. JAGDEEWALA FOUNDATION & OTHERS

Empowering



St Jude India ChildCare Centres

THE HOPE FOUNDATION
HOPE
WORKING WITH STREET & SLUM CHILDREN



RELIEFINDIA TRUST



URBAN HEALTH RESOURCE CENTRE

SOS CHILDREN'S VILLAGES INDIA

A loving home for every child

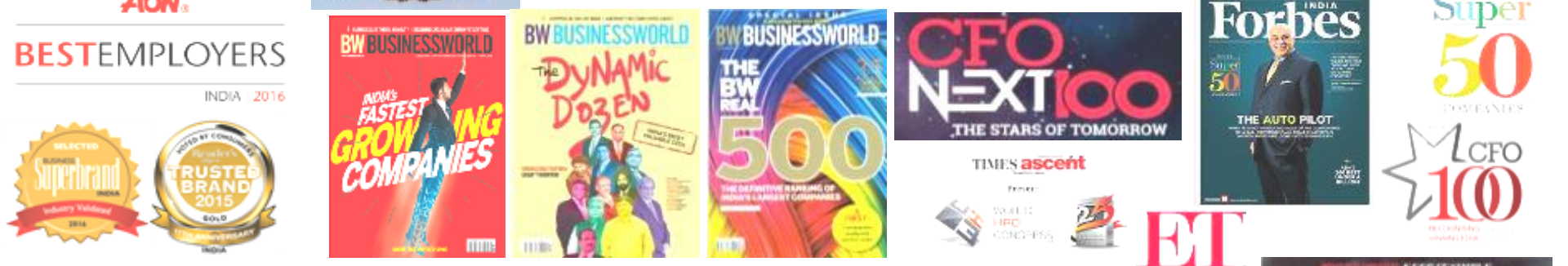
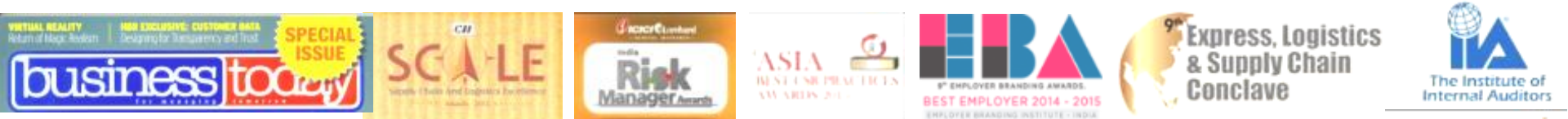


CHIEF MINISTER'S RELIEF FUND

HelpAge India Fighting isolation, poverty, neglect



CONCERN INDIA FOUNDATION



THANK YOU