NO ONE KNOWS
E-COMMERCE LIKE WE DO
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
5 KEY DRIVERS FOR E-COMMERCE GROWTH

1. High Domestic Consumption
2. Digital Adoption growing at a 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; CONTINOUS 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
We offer world-class logistics services focusing on three product lines: Domestic Delivery, Fulfillment and Cross Border Delivery.
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

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

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

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

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

Our Vision is to build a network of fulfillment centres that enables best-in-class consumer experiences today, and into the future.
BLUE DART OFFERS REVERSE SERVICES

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
### 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

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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
• 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.
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

- Customer Engagement
- SOP Adherence
- Delivery Experience
- Payment Options
- Pick Up Experience

- Pickup Reconciliation
- Printing Shipping Label for 'RVP'
- Live Courier Visibility
- Paperless Processes
- Instant Feedback
- Sunday / Holiday Delivery
- Slotted Delivery
- SMS Notification
- Call Bridge
- Proactive Tele-call
- Digital Proof of Delivery (Signature / GPS / Photo)
- Reverse Logistics Performance Recording
- Cash on Delivery
- Digital Payments through Cards / Wallets / UPI / Net Banking
- Delivery Time
- Pick up
- Printing Shipping Label for 'RVP'
- Live Courier Visibility
- Paperless Processes
- Instant Feedback
- Sunday / Holiday Delivery
- Slotted Delivery
- SMS Notification
- Call Bridge
- Proactive Tele-call
- Digital Proof of Delivery (Signature / GPS / Photo)
- Reverse Logistics Performance Recording
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- Digital Payments through Cards / Wallets / UPI / Net Banking

- Delivery Experience
- Payment Options
- Pick Up Experience

- Blue Dart's Innovations to Enable Superior Service Experience
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 ...**

<table>
<thead>
<tr>
<th>Service Offered</th>
<th>YES ✓</th>
</tr>
</thead>
<tbody>
<tr>
<td>Know the services offered to a location</td>
<td>YES ✓</td>
</tr>
<tr>
<td>Know the ‘value limit’ for a location</td>
<td>YES ✓</td>
</tr>
<tr>
<td>Find the transit time</td>
<td>YES ✓</td>
</tr>
<tr>
<td>Register a pick-up</td>
<td>YES ✓</td>
</tr>
<tr>
<td>Cancel a pick-up</td>
<td>YES ✓</td>
</tr>
<tr>
<td>Generate an airway bill</td>
<td>YES ✓</td>
</tr>
<tr>
<td>Cancel an airway bill</td>
<td>YES ✓</td>
</tr>
<tr>
<td>Ask for a return of shipment</td>
<td>YES ✓</td>
</tr>
<tr>
<td>E-way bill (GST) ready</td>
<td>YES ✓</td>
</tr>
</tbody>
</table>

**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 are 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 the customer's 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 a large number of orders and having a need to integrate their order processing system with the shipping process in real-time, the ShippingAPI web services can be used.

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.
BLUE DART’S DASHBOARD FOR LOGISTICS MANAGEMENT

- Live Tracker for an in-depth insight into your shipment’s journey
- KPIs that measure our service quality
- Monitor daily remittances
- 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 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.