

Blue Dart Express Rolls Out Festive Express Campaign with Discounts Offers Up to 50 Percent Off During Key Spring Festivals

Category: Business

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Blue Dart Express Ltd., South Asia's premier express air, integrated transportation, and distribution logistics company, has announced the launch of Festive Express Campaign to celebrate the vibrant festivals of **Gudi Padwa, Ugadi, Chaitra Navratri, Eid al-Fitr, Baisakhi, and Bengali New Year**. This exclusive campaign will run from 20th March 2025 to 16th April 2025.

In a bid to support customers during the first half of the year, the campaign will deliver exciting offers, designed to cater to the festive spirit while making shipping more affordable. As part of this festive campaign, Blue Dart Express will offer attractive discounts to customers on both domestic and international shipments.

During the campaign, customers can enjoy up to 40% off on domestic shipments between 2 kg and 10 kg. Standard rates apply for domestic shipments under 2 kg or over 10 kg. For international shipments, customers can save up to 50% on freight charges for shipments between 5 kg and 25 kg, across all lanes and zones.

Reflecting on the launch of Festive Express campaign, **Dipanjana Banerjee, Chief Commercial Officer at Blue Dart** said, *"This festive season, Blue Dart Express is committed to offering an enhanced shipping experience, combining efficiency and*

affordability to meet the needs of our customers. By introducing these special festive offers, Blue Dart Express is making it easier and more cost-effective to send parcels across the country and beyond, all while embracing the spirit of the season."

This limited time offer is available across all Blue Dart DHL stores and Franchisee Collection Centres (FCCs).

For further details on the campaign, customers are encouraged to visit their nearest Blue Dart DHL store. Customers can also contact Blue Darts Customer Care at 1860 233 1234 or email enquires at: customerservice@bluedart.com.

For more information or to book shipments, visit www.bluedart.com.

About Blue Dart Express Ltd.

Blue Dart Express Ltd., South Asias 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 Darts 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 'Indias 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 'Indias Largest Corporations' and Forbes 'Indias 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 through its Go Programs namely Go Green – Climate Protection, Go Help – Drinking Water, Livelihood, Health, Disaster Management and Go Teach -Education.

