

Blue Dart Launches Rakhi Express Campaign, Offering Up to 50% Off for Festive Shipments

Category: Business

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Blue Dart Express Limited, South Asia's premier express air and integrated transportation & distribution company, has announced the launch of its '**Rakhi Express Campaign**', a specially curated festive initiative aimed at making Raksha Bandhan more memorable and accessible for customers across India and worldwide. Running from 8th July to 9th August 2025, the campaign features exclusive discounts on domestic and international shipments, allowing families to easily and affordably send rakhis, gifts, and warm wishes across distances.

As part of this limited-time offer, domestic customers can avail up to 40% off on shipments weighing between 0.5 kg and 2.5 kg, making festive gifting more economical. For international deliveries, customers can save up to 50% off on freight charges for packages ranging from 0.5 kg to 2.5 kg, as well as 5 kg, 10 kg, 15 kg, and 20 kg, applicable across all lanes and zones. The offer applies to Domestic Priority (DP) shipments and International Duts product types and is valid across all regions and destinations, ensuring seamless and cost-effective deliveries both within the country and globally.

Speaking on the launch, **Dipanjan Banerjee, Chief Commercial Officer at Blue Dart**, said, *"At Blue Dart, we understand the emotional significance of Raksha Bandhan. Through the Rakhi Express Campaign, we aim to make celebrations easier by*

providing an efficient and cost-effective way to connect loved ones across the country and the world. With these special discounts, our customers can ship gifts and rakhis with the same reliability and speed that Blue Dart is known for, while embracing the festive spirit."

Through such initiatives and campaigns, Blue Dart continues to reinforce its commitment to connecting loved ones, bridging distances, and honouring enduring bonds with timely, reliable, and affordable logistics solutions.

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

Blue Dart Express Ltd., South Asias premier express air and integrated transportation & distribution company, offers secure and reliable delivery of consignments to over 56,400+ 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', and has achieved the ISO/IEC 27001:2022 certification. It has also been 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 2025 for the 4th time by the ET Now. Furthermore, Blue Dart was awarded the 'Best In-House Legal Team' award in the logistics category at The Economic Times Global Legal Awards 2024-2025.

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.

