

BLUE DART

Blue Dart Express Limited, South Asia's premier express air and integrated transportation and distribution company, offers secure and reliable delivery of consignments to over 35,000 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. It 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 13, 209 motivated people force, dedicated air and ground infrastructure with six aircrafts, 11,122 vehicles and 105 express hubs.

Market

India continues to remain the world's fastest growing economy even in the face of demonetisation and the Goods and Service Tax (GST) that continues to impact the nation. Key user sectors such as automotive, manufacturing, engineering, pharmaceuticals, retail, e-commerce, banking and financial services are on a steadfast path to success and this bodes well with our industry.

all shapes and sizes to any corner of the world. The capabilities include integrated day-definite and time-definite door-to-door express delivery services for commercial and non-commercial movements and value-added services like border management relating to customs and security, track and trace, pickup services, retail services, trade facilitation, distribution and also collection of cash and its remittance.

With a fleet of six Boeing 757 freighters, Blue Dart offers a revenue payload of over 500 tonnes per night. A strong network of 11,122 vehicles meet delivery schedules and speed shipments to their destinations. Blue Dart facilities across India include seven aviation hubs, 105 surface hubs and over 13, 209 committed and talented Blue Darters.

Achievements

Blue Dart was one of the first logistics providers to have set foot in an industry space that was not very prominent in its time. It is now the leading premium express logistics service provider in India. The company realised that exceptional service quality and catering to the needs of their individual customers was the key to growth at a time when the logistics industry barely existed. Offering services in air, ground and multi modes in day-definite and time-definite delivery schedules, its key differentiators made it a strong brand. Information technology, large scale of

operations, a dedicated ground and air infrastructure, and a passionate and committed workforce helped decrease transit time and enhanced service excellence.

To facilitate the fast-growing e-commerce industry – a good contributor to Blue Dart's growth, the organisation continues to invest in improving customer reach, widening delivery network, cash on delivery services, better turn-around time for remittance of cash collected during delivery cycles, vendor pick-up and registration, reverse logistics, intelligent API integration, SMS alerts and periodic reconciliation of cash. Cash-on-Delivery (CoD), Card (Debit/Credit) on Delivery, OTM Hand held devices (on the move), Mobile Point of Sale (MPOS), integration with Mobile Wallets, Blue Line, Parcel Lockers, Parcel Shops, Mobile Service Centres, Smart Trucks, Electric Vehicles etc. are all innovations for the industry.

OVER
744,070
TONNES

WERE HANDLED
BY BLUE DART IN
FY 2018-19

In the financial year 2018-19, Blue Dart handled over 225.10 million domestic shipments, 0.88 million international shipments and more than 744,070 tonnes of documents and parcels. This enormous volume was delivered to 34, 854 locations in India by Blue Dart and to over 220 countries and territories worldwide through its group company, DHL Express.

Strong corporate governance as a conscientious corporate entity has always been an integral part of the company's business philosophy. Building community trust through responsible and sustainable management of its business is an indispensable part of Blue Dart. The company's Living Responsibility motto is a core element of its corporate strategy and aligns itself under the three pillars of GoTeach (championing education) which includes educating underprivileged children and young adults; GoHelp (disaster management) which also includes blood donation drives, especially designed to help Thalassemia patients, help the elderly and also reach victims of natural calamities; GoGreen (environment protection) which includes sapling plantation drives and conservation of electricity by switching off lights for at least fifteen minutes each day and for an hour on the last Saturday of the month.

In 2018, Global Volunteer Day (GVD) was



The logistics industry strengthened its infrastructure in a dynamic economic landscape to become facilitators in driving forward India's manufacturing and e-commerce dream in the coming decades. Express services therefore, form an essential link between the consumer and the product and thus is an extremely lucrative industry. However, behind this warm picture are several uncomfortable truths: high logistics costs, inadequate infrastructure, capacity constraints, low usage of technology, complex tax laws, over regulation, policy concerns and lack of skilled manpower. Unless remedial steps are urgently taken, this growth story might dwindle and cracks may begin to appear on the surface.

What is truly advantageous, is the nature of the express industry's services which makes it a viable candidate to be at the epicentre of growth in the logistics space. The industry has transformed itself to offer customers complete end-to-end supply chain solutions. Not so long ago, the express industry encompassed only small packages – mainly letters and documents and urgent deliveries. Today, it has metamorphosed into providing express delivery services for packages of

celebrated from 17th to 30th September. Great volunteering efforts were witnessed from 1491 volunteers across all XBU functions who spent 2,643 employee hours and came together to participate in various activities under the GoGreen, GoHelp and GoTeach pillars. GVD is an opportunity for employees, partners, customers and various other stakeholders to become responsible citizens by helping those in need. Volunteers participated in various initiatives which included blood donation drives, planting saplings, teaching children from marginalised sections of society, cleaning their schools and volunteering time with underprivileged children in many orphanages.

History

Blue Dart was formed in November 1983 by three young entrepreneurs, Clyde Cooper, Tushar



Jani and Kushroo Dubash with a capital of ₹30,000 and 200 square feet of space. It commenced operations

with its first few consignments which were urgent letters and a few shipments, sorted for delivery under the staircase of a building. Blue Dart, in its early years, forged ties with Gelco Express International, UK to introduce an international air package express service from India.

In 1993, anticipating the tremendous potential in India, Blue Dart shifted focus from international to domestic services. In 1994, the company went public and launched its multi-modal, premium package delivery service DartApex and COSMAT II, an advanced tracking and enterprise resource planning (ERP) system. In the same year, Blue Dart Aviation was incorporated. In 1995, this young company acquired two Boeing 737 aircrafts and developed SMART – a cargo reservations system in India. The following year, Blue Dart launched the first jet express airline and received the ISO: 9001 certification.

Two years later, Blue Dart launched domestic charter operations and in 2002 entered into a path-breaking sales alliance with DHL Express. Blue Dart, through its 36-year history has grown from delivering a few dozen packages outside Mumbai airport on its first night of operations, to being one of the strongest brands handling hundreds of thousands of shipments each day.

In 2014, Blue Dart became part of Deutsche Post, DHL Group's (DHL Express, DHL Global Forwarding and DHL Supply Chain) e-commerce solutions division.

Product

Blue Dart is the premium express player in India. The company offers services in air, ground and multi modes in day-definite and time-definite delivery schedules. The key market-defining domestic express offerings include Time Definite Solutions (Domestic Priority 1030, Domestic Priority 1200, Dart Apex 1200) and Day Definite Solutions (Domestic Priority, Dart Apex, Dart Surfaneline). Packaging Solutions include Express

Pallet (Air and Ground) and Smart Box (Air and Ground). The company also offers cargo solutions like airport to airport, interline and charters, besides offering festive and student solutions like Rakhi Express, Student Express etc.

Recent Developments

Blue Dart launched its own in-house brand campaign to motivate its Darters – The Blue Dart Way. It was introduced to realign Blue Darters to working with the values that Blue Dart holds very highly – Passion, Can Do, Right 1st time and As One. The values stem from the beliefs of the founders who worked with passion and a can do attitude to deliver the product to the customer right the first time and every time thereafter, working together as one to make it possible. The introduction of this campaign along with – I love my Blue Dart, makes sure that Blue Darters work the Blue Dart Way to ensure that customers love their Blue Dart.

Blue Dart rolled out a strategic plan to counter the challenging business environment, intensify its focus and strategically maintain and strengthen its leadership in the market.

As part of the strategy, Blue Dart embarked on two key initiatives aimed at bringing long term benefits to customers and winning in every geography.

The first one, DAWN – Deliver Any Where Now, successfully enabled the company to aggressively expand its reach from 6,000 pin codes to over 14,000 pin codes, enabling delivery to most Indian homes. The second, RISE - Revenue Increase from SMEs and Emerging Markets which aims to support businesses from the country to cater a larger market.

As part of the expansion, the company continues to make extensive investments in infrastructure, manpower, new-age technology and automation to drive business growth and create value for its customers and stakeholders.

Like every modern enterprise, Blue Dart too has tapped into the digital space. Its official Facebook, Twitter, Google+ and YouTube pages reach an extensive audience base and are rapidly gathering followers.

Blue Dart embedded into its operations, Smart Trucking – an intelligent pick-up and delivery vehicle that combines a number of innovative technologies including a route planner. Smart Truck technology is designed to provide solutions to urban logistic challenges such as traffic restrictions, density and clogging even as it ensures environmental protection and fulfils the customer's need for on-time delivery.

It has been Blue Dart's constant

endeavour to provide customers with environment-friendly solutions. The company piloted electric vehicles in another step towards operating its last mile e-tail delivery service with clean, green pick-up and delivery solutions. The company also offers Carbon Neutral Services (CNS) in an attempt to reduce its carbon footprint. Blue Dart increased its carbon efficiency with a 30% reduction over the 2007 base. Blue Dart is also part of Green Freight Asia (GFA), a network of Asian road freight companies working together to improve fuel efficiency, reduce CO₂ emissions, and lower logistics costs across the entire supply chain.

Blue Dart continues to be aligned to the DPDHL Group's Mission 2050: Zero Emissions goals. These are aimed at reducing its carbon footprint by increasing carbon efficiency; ensuring its pick-up and delivery services operate with clean solutions; ensuring that its sales team incorporates green solutions and lastly, training employees to become GoGreen specialists – a feat that has been thoroughly accomplished by planting 111,000 trees.

Through the year Blue Dart also added three new state-of-the-art facilities at Chennai, Delhi and Mumbai Airports to further strengthen the Air Express service and build operational efficiency.

Promotion

Blue Dart takes advantage of all the six Ps of marketing – product, price, place, promotion, process and people. It continuously strives to know its customers' needs and conducts ongoing research to understand industry verticals and macro-economic trends, identify emerging opportunities and develop customer-centric products and solutions.

During special occasions, Blue Dart offers exclusive services such as Rakhi Express and University Express schemes. Its award winning customer loyalty programme, Blue Points, is the finest programme of its kind in the industry and has been benchmarked for its success.

Brand Values

Blue Dart is associated with international standards, reliability, trustworthiness, high-technology, strong corporate social responsibility and customer-centricity. It stands for value, quality, speed, efficiency, responsiveness and service experience. Blue Dart's service culture is further bolstered through its quality programme – First Choice and initiatives such as Net Promoter Score and Key Account Management programmes which serve as a means to listening closely to the voice of the customer and acting on it to deliver delight in a process-driven manner.

Things you didn't know about BLUE DART

- * Blue Dart still has employees who joined on day one – 36 years ago
- * Pride of working for Blue Dart is rated highest each year in the company's employee satisfaction survey
- * Blue Dart offers money-back guarantee on its time definite services
- * In an eight hour day, Blue Dart handles 26 shipments every second
- * Critical Express is a service that ships vital items in a strong net of security and safety
- * Blue Dart comes second only to India Post in the number of locations it services
- * Blue Dart's sustainability initiative – Blue Edge: Empowering Lives – is an award-winning programme that has transformed the lives of more than 2700 young adults in Mumbai, Chennai, Bengaluru, Kolkata and for the hearing impaired in Delhi

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