



**NAGINDAS KHANDWALA COLLEGE OF COMMERCE, ARTS  
AND MANAGEMENT STUDIES**

**(AUTONOMOUS)**

**(RE-ACCREDITED WITH 'A' GRADE ISO 9001:2008 CERTIFIED)**

**PROJECT REPORT ON:  
STUDY ON SUCCESS STORY OF BLUE DART IN LOGISTIC  
MANAGEMENT**

**PRESENTED BY:**

**MR. BHAVYA PIYUSH MORABIA**

**ROLL NO: 5048**

**TYBMS-B (MARKETING)**

**SEMESTER VI**

**PROJECT GUIDE:**

**PROF. GARGI DUBEY**

**SUBMITTED TO**

**NAGINDAS KHANDWALA COLLEGE**



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ACADEMIC YEAR 2020-2021**

*Bhavya*

## Executive Summary

NEW DELHI: Courier and integrated express package distribution company Blue Dart on Friday bagged the "Cargo operator of the year (Cargo Airline)" award for its network, value added services and cost efficiency. Blue Dart has a fleet of aircraft - two B757s and four 737s, and offers a payload of 300 tons each night across 62 route connections, the company said in a release. "This award not only reinforces our commitment to satisfying customer requirements but also encourage us to deliver way beyond their expectations", Blue Dart Managing Director Anil Khanna was quoted in the release.

Logistics involves the transfer of information and capital from one business to another, or from business to consumer. It is a crucial part of the business economic system and is one of the key global economic activities. In fact, 10 to 15 percent of product costs are related to logistics. Worldwide shipping is around \$ 2 trillion a year. The logistics value for any country is 9 to 20 percent of GDP.

The Greeks identified logistics as "the science of correct thinking through mathematics." The first modern use of the terms was the military to determine the process of planning and coordination of the army and weapons support systems. Good logistics helps to move quickly and accurately. "If any business organization deals with the same, it is a possibility to achieve the product at the right time, the right place, the right amount and the lowest price." At the same time, supply-side management has concerns about the organizations involved in the process where the products are transferred to customers from the manufacturer and supply chain management in one unit.

Today, transportation companies in India use traditional technology and provide specialized services such as transportation, warehousing, clearing, and forwarding. It has the ability to upgrade technology, including supply chain, improve productivity and reduce operating costs. Any technology that improves the efficiency of transportation operations will be good for the economy, both directly and indirectly, with the opportunity to reduce costs by 10-12 percent, in addition to saving on ongoing user costs. Transportation will be more effective and will result in more cost-to-economic multipliers.

Blue Dart Express Ltd., a leading South Asian shipping and distribution company, delivers reliable and secure shipments to over 35,000 Indian locations. DHL Express, DHL Global Forwarding and DHL Supply Chain. Post-E-Commerce - Parcel (PeP) Blue Dart has the largest and most extensive global logistics network covering the world. 220 countries and territories it also provides distribution services, including air freight, freight forwarding, supply chain solutions, and customs clearance.

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Management studies,  
Malad (west), Mumbai 400064*

**Certificate**

This is to certify that Mr/Ms **Bhavya Piyush Morabia**\_\_\_\_\_has worked and duly completed his/her Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of Marketing and his/her project entitled, “**To study on success story of blue dart in logistic management**” under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his/her own work and facts reported by her personal findings and investigations.



**PRINCIPAL.**  
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ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
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Name of the guiding teacher  
**PROF. GARGI DUBEY**

Date of submission: 03/03/2021

## *Declaration by learner*

I, the undersigned Mr/Miss Bhavya Piyush Morabia here by, declare that the work embodied in this project title “**To study on success story of blue dart in logistic management**” forms my own contribution to the research work carried out under the guidance of *Prof. Gargi Dubey* is a result of my own research work and has not been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous work of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with the academic rules and ethical conduct.



Certified by  
Professor Gargi Dubey  
(Project Guide)



Name and signature of the student

Bhavya Morabia

## ACKNOWLEDGEMENT

Learning is a process that never ends. This research project has taught me a lot of things and given many opportunities. First, I would like to thank the College for granting me an opportunity to conduct this research. I would like to express my Gratitude to the members of Nagindas Khandwala College of Commerce, Science, Arts and Management Studies and Principal Dr. Ms. Ancy Jose, Vice-Principal Dr. Mona Mehta and Coordinator Prof. Gargi Dubey for providing me valuable insights on complex areas of my research project.

I owe special thanks to my project guide Prof. Gargi Dubey. I am thankful to her for providing constant support & guidance throughout the project. It was an immensely rewarding working with her.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially my parents and peers who supported me throughout my project

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## **Chapter -1**

### **Introduction**

Blue Dart is one of the leading companies in the field of logistics. The company has extensive networks connected to the most advanced communication systems. Blue Dart handles large and large packages and means delivering these products overnight.

#### **1.1 WHAT IS LOGISTICS?**

Logistics involves the transfer of information and capital from one business to another, or from business to consumer. It is a crucial part of the business economic system and is one of the key global economic activities. In fact, 10 to 15 percent of product costs are related to logistics. Worldwide shipping is around \$ 2 trillion a year. The logistics value for any country is 9 to 20 percent of GDP.

Every company dreams of achieving seven R - delivering the right product, the right amount and the right conditions at the right place at the right time for the right customer at the right price. Only efficient logistics management can be achieved.

Logistics is one of the oldest and most recent business management activities. It includes the integration of different activities and service providers that may be different from cultural and operational terms.

In the past, the quality of product and service was important to make a difference to companies operating in the same market. At this time there is a combination of quality and low-cost winners.

Today the factor determines the answer to the customer's needs. The winner is a company that meets the customer's needs immediately. Built-in performance can act as a powerful tool to succeed in a competitive environment today.

Logistics is the process of managing the flow of goods from supply sources. Such as - vendors, distributors or wholesalers - through internal processing such as storage and transportation until the product is sold and shipped to the final customer.

Logistics management aims to reduce inventory cost and increase profitability and increase customer satisfaction.

Anything can be ordered online, but it is not possible to find an accessible product. The difference between performance and failure of e-commerce is the ability of a company to manage logistics.

## **1.2 HISTORY OF LOGISTICS**

The Greeks identified logistics as "the science of correct thinking through mathematics." The first modern use of the terms was the military to determine the process of planning and coordination of the army and weapons support systems. Good logistics helps to move quickly and accurately. "If any business organization deals with the same, it is a possibility to achieve the product at the right time, the right place, the right amount and the lowest price." At the same time, supply-side management has concerns about the organizations involved in the process where the products are transferred to customers from the manufacturer and supply chain management in one unit.

An outstanding application of logistics took place in the Second World War, where arms movements were coordinated to ensure success. It is an example of the huge logistics initiatives that are recent than the Gulf War. In order to increase market competition, management focused on customer service in developed markets such as Europe and the United States in the early 50s. Several logistics concepts were tested at the end of the 1960s. After the oil crisis of the 1970s and the concept of instant production, customer service standards became more important and new models and logistics solutions were developed. Distribution systems organized by department stores and high-end express delivery organizations provide more logistics concepts and strategies. All businesses are now looking for a seamless transaction system to synchronize their data and material requirements across the value chain.

At the micro level, any manufacturing and marketing company spends 5 - 35 percent of logistics sales. The main components of costs are transport, storage and inventory costs. Logistics improvements will be shown at shorter lead inventory levels and improved service standards, with overall cost savings.

The information technology industry may be typical of the changing and increasing demand of today's industries regardless of the type of economy old or new. In the IT industry, the difference between success and failure is closely linked to supply/value chain integration, which has two distinct processes:

- The return flow of recorded shipments is unacceptable, where there is no evidence. In many cases, the recovery of bills is not possible. Especially in the case of multi-location ordering companies, which can cover hundreds of cities. The task of the supplier is to shake up - plan logistics for delivery to all these locations and hopefully 100% of the shipping records will be returned before it can send the invoice to the customer. In the IT sector, the role of "logistics" or "compliance" is important.
- Delivering products to customers in the most reliable transit time. (And even the shortest) has alluded to a 'reliable' warranty period for the package to reach the customer or the response the organization needs in the event of an exception.

- With organizations pursuing perfect standards such as Six Sigma, interaction with logistics suppliers plays an important role, sometimes reaching the level of corporate CEOs.
- Blue Dart Express Limited uses and finds that these solutions have a significant need before other players can classify their needs. Through the extraordinary process of superior technology people and the stress in quality systems over the last two decades, Blue Dart now quickly responds to these needs.
- The country's most reliable air and the surface network has a predefined delivery schedule with close to 100% accuracy. The IT industry can precisely plan production and avoid expensive inventory accumulation.
- The recovery of signed delivery records raises the most intriguing problem in the industry. Blue Dart quickly understood this requirement and established a 100% recovery system.
- Blue Dart offers the most comprehensive communications technology in the country. Much before the Internet was prevalent; Blue Dart customers can connect to the network via Power Dart 2000 and follow the package. As an option, Dart Fax can deliver a copy of a copy of the shipping record in minutes. The Blue Dart system has been updated.
- Blue Dart not only handles large volumes and large overnight packaging. It also helps the industry with delivery status and retrieves those records that are necessary for billing. All cycles have been greatly reduced, making the industry profitable.

### **1.3 LOGISTIC PROCEDURE IN BLUE DART**

The information technology industry may be characterized by changing and expanding the logistics demand of various industries today, regardless of their category as the "old" or "new" economy. In the IT industry, the difference between success and failure involves integrating the supply chain, which has two distinct processes.

- Streaming recognized, signed declaration statements, except in many instances the revival of accounts is very difficult. Especially for companies that make orders in various scenarios, which may cover hundreds of cities. The task for the suppliers is astonishing - the logistics of the delivery plan in all these locations, and relies on 100% of delivery logs before the bills can be submitted to the customer. In many IT companies, the role of "logistics" or "implementation" is important.
- The delivery of goods to the customer in the most authentic transportation time (and preferably the shortest) possible. Reliable 'refers to a certain guaranteed transit time for the package to reach the customer or the organization is required to respond to an exception situation.



Organizations that meet perfect standards play a crucial role, such as Six Sigma's participation with logistic providers that are going up at the CEO level of the organization.

Blue Dart Express Limited and other critical solutions are long before other players can determine their needs. Through its process of exceptional people, better technology, and stress on the quality system over the last two decades, Blue Dart was fast to meet these requirements:

- ❖ Blue Dart offers state-of-the-art communication and customer technology solutions to address the critical needs of distribution.
- ❖ The only express service provider in the country with five cargo ships (five Boeing 757s) ensures that the package flew to their destinations overnight. These conveyors have the capacity and volume that are not available to other service providers in the domestic airspace.
- ❖ The most reliable aerial and surface network of the landscape offers a predetermined delivery of 100% accuracy. The IT industry is planning production with accuracy and avoiding expensive inventory accumulation.
- ❖ Obtaining signed delivery logs was the industry's most interesting problem. Blue Dart quickly understood this requirement and set up a 100% on-demand system.

Blue Dart not only handles large volumes and large packages overnight it also provides the industry with their shipping status and takes notes as required for billing. The entire circle was significantly reduced to enable the business to achieve a healthy bottom line.

#### **1.4 VARIOUS TYPES OF LOGISTICS SERVICE PROVIDERS**

- Standard transport companies ( which involve warehousing, transportation and exports )
- Logistics infrastructure providers (production postponement methods, containers, distribution centers, inventory management)
- Logistics special service providers (information management, financing, IT infrastructure, consultants)
- Logistics network service providers (digital delivery receipt, JIT, cargo express forwarders, couriers)

#### **1.5 EXPRESS/COURIER SERVICES CHARACTERISTICS**

- Sufficient flexibility and guidance for customer needs
- cost control/Price competitiveness
- Using surveillance indicators (KPIs) and IT technologies for administration and aspects research
- Time certainty

#### **1.6 OBJECTIVES OF THE STUDY**

- ✓ To a better understanding of logistics, taking a courier company as a subject is a complete help.
- ✓ To gaining the knowledge about the Blue Dart company.
- ✓ The main object of the study is to know about the logistic of Courier Company.

- ✓ Every shipping company has a variety of products, whether it is rotten or not, and must ship with the possibility and deliver the exact location.
- ✓ To give suggestions to improve effectiveness and efficiency of logistics management at Blue Dart.
- ✓ Optimize the time taken to reach the destination in the Route.
- ✓ Maximize the number of delivery points for sharing the load

### **1.7 METHODOLOGY OF THE STUDY**

In the study, the primary and secondary data have been used in order to collect data. The main data was collected through the survey. Secondary information is collected from various publications. (Such as books, textbooks, newspapers) and the Internet.

### **1.8 SCOPE**

#### **AREA**

The targeted area, here is Kandivali which is more growing area in Mumbai region in the scenes of the population, Industrial Growth and Economic Growth also. The data have collected in a series form in this area. The researcher mainly covered, Mahada Complex, Chatrapati Shivaji Raje Complex, Ekta Nagar, Nearby Atharva College, Kandivali (W), Mumbai 400067.

#### **QUESTIONNAIRE**

The questionnaire is well designed and is tailor-made so that people can easily read the questionnaire according to their perceptions. People were always flexible to give their answers objectively. So, here open ended question is more effective as the target population is household.

## TOOLS AND TECHNIQUES

Tool and techniques are the methods to show the data in tabular form, chart form, flow chart, Pie diagram, Graph, Statistical, etc.

In my topic I had describe the date in the tabular form, graph, and pie chart. MS-EXCEL used have to analyze the primary data. MS-EXCEL is very useful to effectively analyze the data and get effectively result which is reliable enough as sample size is sufficient to analyze.

### 1.9 LIMITATION OF THE STUDY

Although the study was carried out with extreme enthusiasm and careful planning there are several limitations, which handicapped the research vise,

- **Time Constraints:** The timeline for the project is less and the opportunity for some data to be released. However, all necessary information should be considered.
- **Sample size:** Due to time constraints, the size of the sample is relatively small and should be more representative if I gather more information from the respondents.
- **Accuracy:** It is difficult to know if all respondents provided the correct information. Some respondents are more likely to provide misleading information.
- Finding the respondents is difficult, they are busy with their work schedules and gathering information is very difficult. Therefore, the study must be conducted according to the readiness of the respondents.

## **Chapter-2**

### **RESEARCH METHODOLOGY**

#### **2.1 INTRODUCTION**

Each research has specific aims and methods to guide the achievement of goals. This chapter will guide you through the various steps the research process focuses on and uses. Every method has its own advantages and disadvantages, so the limitations of these methods are presented. The literature review is the foundation for research. But the exploration begins with the method. Study means the choices we make about case studies, how to collect data, patterns of data analysis, etc. in planning and conducting research. Helps to understand why research is being conducted. It gives a reason and confirms the result is genuine and correct. To achieve the objectives of research, preliminary research and the second stage is important.

Researchers are confident that there is no similar research, especially in the context of India. This means that this research is trying to explore new topics and will present new ones.

In addition to the in-depth analysis of literature, this research involves the collection and analysis of empirical qualitative data. This is used for inference reasons in this study.

#### **2.2 RESEARCH METHODS**

It is a systematic and systematic way of finding answers to questions. The research process is a process that gathers information to find new theories to find or use to validate an existing study. Systematic data collection and analysis is the basis of this research. Research can be done in several ways.

##### **2.2.1 METHODS**

This study uses both primary data and secondary data. The information gathered from both sources will help in concluding the appropriate conclusions and will be helpful in providing accurate advice.

The "Logistic Project on Blue Dart Company" is the method by which the researcher wants to gather data as primary and secondary data.

### **2.2.2 PRIMARY DATA**

Primary data refers to the first-hand data collected manually. Some tools used to collect the main data are the observation questionnaire.

Data can be collected using questionnaires from people who know about the industry.

Blue Dart

The data for the study comes from household questionnaires surveyed by households in Kandivali, based in Mumbai.

The questionnaire was sent in front of the household head or other household members.

### **2.2.3 SECONDARY DATA**

Secondary data means second-hand information. The second is collected from sources such as books, journals, articles, newspapers, magazines, trade journals, etc.

For my topic, for secondary information, I have collected information from the internet, newspaper books (TIMES OF INDIA, ECONOMIC TIME), etc.

### **2.3 SAMPLE & POPULATION**

Sample size specifies the number of samples drawn from the universe. Examples are unitary representations of the population. The sample size and sample outline for the proposed research project will be divided into sections.

A number of men, women, age group, income level, education, etc.

The size of the sample is sufficient to analyze effectively. According to the general data, 100 data are sufficient to analyze. However, in the current study, the size of the sample was 90. I entered the Kandivali area to gather household data, due to the region's most growing areas and talked with the users. Blue Dart Delivery.

### **2.4 SAMPLE METHOD**

Sampling is divided into groups. Sampling is the sampling procedure with an equal opportunity to the selected item. While stratified sampling is chosen because there is no homogeneous group in the universe. Thus, the universe is classified in different levels of information based on occupation and sex, and from each sample is randomized.

## **2.5 RESEARCH PROCESS**

The value of qualitative research is the understanding and ability to describe descriptive research. It is important to demonstrate the whole process of qualitative research in order to produce more acceptable and credible results because of the qualitative research in subjective subjects. Every research has a goal of the initial step in the process. Knowledge from previous studies is important for understanding the purpose of research. Qualitative research utilizes various techniques for gathering, describing, analyzing, and reporting information, most of which are based on natural phenomena.

## **2.6 SUMMARY**

This research was designed to gain knowledge and information about Courier's overall experience. This has not been explored by other researchers before.

Qualitative research and subsections have been described with reasonable grounds. Master data is collected in the form of focus groups. Although qualitative research is the most appropriate method. Therefore, the limitations of qualitative studies, the research techniques used for the purposes of this study have been thoroughly described.

## Chapter - 3

### LITERATURE REVIEW

#### BLUE DART GETS BEST CARGO OPERATOR AWARD

NEW DELHI: Courier and integrated express package distribution company Blue Dart on Friday bagged the "Cargo operator of the year (Cargo Airline)" award for its network, value added services and cost efficiency. Blue Dart has a fleet of aircraft - two B757s and four 737s, and offers a payload of 300 tons each night across 62 route connections, the company said in a release. "This award not only reinforces our commitment to satisfying customer requirements but also encourage us to deliver way beyond their expectations", Blue Dart Managing Director Anil Khanna was quoted in the release.

**FROM TIMES OF INDIA October 5, 2007**

Blue Dart Express' board has approved extension of its current accounting financial year by a period of three months so as to align the financial year of the company in terms of Companies Bill, 2012.

Blue Dart Express has posted an Rs 29 crore net profit for the quarter ended March 31, 2012, compared to Rs 22 crore in the corresponding quarter last year. Income from operations stood at Rs 410.91 crore, an increase of 22% over the corresponding quarter of the previous year.

Blue Dart was also awarded for **Cargo airline of the year Merit Award** in 2006.

DHL, an 81.03% stake in Blue Dart, was awarded the "Express Operator of the Year Award." Mr. Craig Grossgart, DHL Express India Country Manager, received the DHL Express Award.

About Blue Dart: Blue Dart, the leading South Asian distributor of comprehensive package delivery, delivers 17,500 secure and reliable shipments to India.

DHL Group is one of the largest and most comprehensive logistics and logistics networks in the world, covering more than 220 countries and offers distribution services and logistics. Marine, customs clearance, project management, and chartering services across four business units in India: DHL Express, DHL Global Forwarding, DHL Exel Supply Chain, and Blue Dart.

Blue Dart was selected as the 1699 branded business super brand in 169 categories. It received the Gold Brand Best Trusted Reader from readers and was listed on the top 500 Dun & Bradstreet companies in India. Leadership in the market through motivated people, especially advanced technology, innovation and value-added services, to achieve excellent service standards for customers.

### **3.1 LOGISTICS MANAGEMENT PROCESS**

Michael Porter spoke in his famous book Competitive Advantage about the value creation approach and highlighted logistics as one of the key competitive advantage instruments.

The various process of logistics are:

**Manufacturing:** Production scheduling system, machine planning system.

**Inbound logistics:** Inventory Management, Purchasing, Inbound transportation.

**Outbound logistics:** Distribution management, Warehouse management systems, Order booking process.

As customers begin to demand better service standards, quick turnaround time becomes a critical factor for business success, whether it be tailor made in Hong Kong or new car development.

### **3.2 SCENARIO OF LOGISTICS IN INDIA**

Today, transportation companies in India use traditional technology and provide specialized services such as transportation, warehousing, clearing, and forwarding. It has the ability to upgrade technology, including supply chain, improve productivity and reduce operating costs. Any technology that improves the efficiency of transportation operations will be good for the economy, both directly and indirectly, with the opportunity to reduce costs by 10-12 percent, in addition to saving on ongoing user costs. Transportation will be more effective and will result in more cost-to-economic multipliers.

In the face of emerging business and technology trends, there are opportunities for introducing innovative logistics solutions designed specifically for India. There is also a need for an integrated strategy to develop logistics and related IT infrastructure and to improve the industry base. In recognition of the increasing demand for technology solutions in the field of logistics in India and abroad, many companies, such as eLogistics, have changed shape. In fact, there are many logistics companies, such as Exel, Bax Global and Menlo, which have been operating in India for the past few years.

The logistics market in India is expected to rally by 260,000 crores and account for 13 percent of GDP. But lower compared to China and Korea. Lowering logistics costs by 1 percent means saving \$ 4.8 billion or \$ 2.1 billion a year. In addition to the significant benefits, it can also be achieved through improved transport multipliers across all sectors of the economy.

### **3.3 ABOUT CUSTOMER SERVICE**

According to LaLonde and Zinszer, they explore various ways in which customer service can be viewed: 1) as an activity; 2) in terms of performance levels and 3) as a management philosophy. Displaying customer service in terms of performance levels is relevant if it can be accurately measured. The concept of customer service is a management philosophy that demonstrates the importance of customer-focused marketing. The three dimensions are critical to understanding what makes customer service work.

Blue Dart Express Ltd., a leading South Asian shipping and distribution company, delivers reliable and secure shipments to over 35,000 Indian locations. DHL Express, DHL Global Forwarding and DHL Supply Chain. Post-E-Commerce - Parcel (PeP) Blue Dart has the largest and most extensive global logistics network covering the world. 220 countries and territories it also provides distribution services, including air freight, freight forwarding, supply chain solutions, and customs clearance.

The Blue Dart team is driving market leadership with the impetus of air and ground power personnel, especially advanced technology, innovative vertical products, and value-added services to meet the standards and provide great service to customers.

Blue Dart's leadership is underscored by numerous customer awards and recognition for reliability, superior brand experience and sustainability, including being recognized as one of the "Best Companies of India" by the Great Place to Work® Institute among India's Top 25 Best Employers of 2016 AON Hewitt, chosen as super brand, listed as one of Fortune 500's largest corporations in India and Forbes India's Super 50, has voted Reader's Digest Most Trusted Brand, just to name a few.

- The vision of BLUEDART is to continuously create excellent delivery options that are tailored to each customer. To achieve sustainable leadership in quality services, they have developed an infrastructure that is unique in the country today.
- Cutting-edge technology for tracking and retrieval MIS ERP data Customer service systems Space control and reservation.
- Blue Dart Aviation, designed to support its timed shipments through night-time operations.
- There are 85 warehouses nationwide, including 7 bonded warehouses in the cities of Ahmedabad, Bangalore, Chennai, New Delhi, Mumbai, Kolkata, and Hyderabad.

ISO 9001 - 2000 certification throughout the country with the Lloyd's Register Quality Certificate for the entire business, products, and services.

The broad definition of customer service should include elements from all three perspectives. LaLonde and his associates offer the following definitions:

"Customer service is a process that is extremely beneficial to the supply chain." This definition demonstrates the tendency to think of customer service as a process-oriented approach, including the concepts of supply chain management.

Clearly, the efficiencies of excellent customer service seem to add value to all members of the supply chain. Therefore, user assistance programs need to identify and prioritize all important activities to achieve operational objectives. The assistance program should also include measures to assess performance. Performance should be measured in terms of achieving objectives and relevance. The key question in planning a customer service strategy is still how? The costs associated with achieving the specified service goal will reflect a good investment and if so, for what customer? Finally, it is possible to provide basic customer service rather than high-level service. Extra services are often called value additions. Mean value-added services are specific to a specific customer and represent an extension to the underlying services program.

**The basic three dimensions of customer service are: -**

- Performance
- Reliability
- Availability

### **3.4 ABOUT LOGISTICS & CUSTOMER SERVICE**

Logistics offers the agency's performance by providing timely and accurate delivery to customers. The key question is who is the customer? For logistics, customers are shipping destinations. The destination range is typically from consumer houses to retail and wholesale to the shipping terminals of the company's manufacturing facilities and warehouses. In some cases, the customer is the organization or another person who owns the delivered product or service. In other situations, a customer is a different place of the same company or business partner at another place in the supply chain. Regardless of motivation and purpose of delivering customers, the service is the centerpiece and driving force in determining transportation needs. It is important to understand the full range of customer service in defining logistics strategies.

Although logistics is not a capability that contributes to overall success. But it is the basis for customer service. In the market situation, in general, the customer service performance will change constantly. To plan marketing activities in a variety of ways will serve to describe how the

organization of customer service related to a particular product / segment position will change over time. The product life cycle framework provides a useful framework for viewing changes related to customer service planning.

## **CONCEPTUAL FRAMEWORK**

### **ABOUT BLUE DART**

Blue Dart Express Ltd., a leading South Asian shipping and distribution company, delivers reliable and secure shipments to over 35,000 Indian locations. DHL Express, DHL Global Forwarding and DHL Supply Chain. Post-E-Commerce - Parcel (PeP) Blue Dart has the largest and most extensive global logistics network covering the world. 220 countries and territories it also provides distribution services, including air freight, freight forwarding, supply chain solutions, and customs clearance.

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- ISO 9001 - 2000 certification throughout the country with the Lloyd's Register Quality Certificate for the entire business, products, and services.

## **IT'S COMPETITIVE ADVANTAGE LIES IN:**

### **Blue darts huge and unprecedented Domestic Network**

Linked to some of the most advanced communication systems and installed so that they offer a consistent, superior, standardized service quality.

### **A spectrum of services to provide customized solutions.**

Blue Dart is the only express shipping service in the country that offers document coverage to shipping. The company's services are continually monitored to provide a 99.96% net service. (as on February 2005)

### **It's Technology**

Designed to increase the reliability of our operations and the efficiency of our processes and add value to our customers through time and cost savings.

### **It is customs and regulatory expertise**

The company has a team of specialists who provide expertise in customs and regulatory issues in every country in the country to support seamless service to customers.

### **It's Air Network**

The only one in the country today, he focused on transporting the parcels as the main business and not on the by-product of the passenger aviation company. A dedicated airplane system that supports Blue Dart services is self-contained, with its own customs warehouse, soil management functions and maintenance.

### **Its financial credibility**

Fitch Ratings India Pvt. Ltd. has rated "F1 + (Ind)" at the highest level in the group of Rs 30 crores. ICRA Ltd. has also been rated "A1 +". Another plus) for Commercial Paper of Rs 25 crores.

### **Its People force**

Diversity, Commitment, and Strength of over 4,000 are the company's most valuable asset. The success of the company is all possible because of a confident team and their company. Blue Dart is a learning organization that values self-improvement and most of its managers are natives.

Blue Dart built the reputation of a successful organization with corporate governance and high ethical standards. We strive to achieve a vision by providing valuable services to our customers with honesty, honesty and concern about the environment.

We are committed to developing our prizes and recognizing people who provide high-quality and professional services and the use of sophisticated technology that can better meet the needs of our clients and stakeholders.

Blue Dart Express Ltd. ("Blue Dart" or "Company") is committed to comply with all applicable laws and regulations with due diligence and willful business conduct. The Company therefore requires all directors and senior executives to respect and adhere to the principles set out in this Code of Ethics. ("Guidelines").

### **POLITICAL CONTRIBUTIONS:**

The Company will not directly or indirectly support a political party or candidate of a political party. The Company's policy is to comply with all applicable political and regulatory regulations and political participation from the state, local, and foreign.

## **BLUE DART ETHICAL STANDARDS**

### **Compliance of Laws:**

Directors and senior executives must comply with applicable laws, rules and regulations, in the form of letters and in to assist in promoting legitimate behavior and ethics, directors and top executives must report possible violations of rules, regulations or codes of conduct to the Company Secretary.

### **Honesty and Integrity**

All the executives and senior executives carry out their activities on behalf of the company and in their name with honesty, integrity, and impartiality. All directors act in good faith, in a responsible manner, with due diligence, competence, and diligence, without being subject to their independent judgment. The directors and senior executives act in the best interest of the society and always strive to fulfill their obligations with the society and to fulfill their fiduciary duties.

### **Accounting and Reporting Standards:**

Blue Dart means the accuracy and accuracy of the information recorded in the correct accounting records. It is very important to have information about security and staff and reservations and financial information. All financial transactions must be properly reflected in the financial statements of the company in accordance with the procedures and standards set by the auditor. The accounting records will reflect and describe the nature of the underlying transactions.

## **BLUE DART STAKEHOLDER ENGAGEMENT**

### **Clarity**

We strive to be open to reaching out to our stakeholders. Transparency and honesty will guide both internal and external communication.

The public has the right to access company information that is required or recommended in accordance with accepted corporate governance standards and SEBI guidelines.

### **Customer Satisfaction**

We value the success of our customers by knowing that the success of our customers guarantees our success. Our activities are under our knowledge about the needs of our customers and markets. We integrate and prioritize clients in all our business processes, projects, and contacts.

We know that we can measure ethics, society and the environment as well as the quality of our services. So we are committed to best practices in all areas in order to maintain our customers' trust and to enhance our reputation.

### **Protection of Assets:**

Protecting the Company's assets is an important responsibility of the Board and senior executives. It should be emphasized that assets are not misappropriated, lent to others, sold or donated without proper authorization. Directors and senior executives are responsible for the proper use of Company assets and must maintain such property against loss, damage, misuse or theft. Directors and top executives do not use the Company's assets for personal use and do not allow anyone else to misuse the Company's assets.

## **BLUE DART BUSINESS INTEGRITY**

### **Conflict of Interest:**

Each of us is responsible for the company, the shareholders and each other, although this duty does not prevent us from engaging in personal transactions and investments. However, it must call for avoidance of conflicts of interest or the occurrence. Directors in the company's board and senior executives may not engage in any activity, relationship or activity that might be contrary to the interest of the company or group. There is a conflict

of interest where the interests or benefits of one person or entity are contrary to the interests or potential benefits of the company.

Conflict can occur in a number of situations. It is not possible to capture all possible conflict situations and sometimes it will not be easy to distinguish between correct and improper action. Some examples of common circumstances that can lead to conflicts of interest, actual or potential –

- **Business Interest:** Directors and top executives and their families and nominees must refrain from investing in the Company that is liable to the Company if the director or senior management has any doubts. Take the matter to the Audit Committee for consideration.
- **Other Directorship:** The Company feels that acting on the board of another company may cause a conflict of interest. All directors must report/disclose such relationship to the Board of Directors on a yearly basis. Serving on the board of direct competitors is not in the interests of the company and will not be allowed.
- **Employment / Outside Employment:** Directors and senior management must not take any action that obstructs the Company's duties or responsibilities or conflicts with or causes damage to the Company's interests.
- **Related Parties:** Directors and top executives avoid the company's business relationship with relatives or companies/companies with significant relatives/affiliates. The shareholders of the Company (or juristic persons who have interests with major shareholders) from exercising their right to vote.

If the transaction is inevitable, disclose the nature of the connected transaction to the Board of Directors. If the transaction is significant to the Company, the Audit Committee of the Company must review and approve in advance in writing. The most important interlocking transactions, especially with the Company's directors or top executives, must be approved in advance in advance by the Board of Directors. The Company must report the significant connected transactions in accordance with the rules. Contacting with related parties must be conducted in Non-featured.

- **Other Situations:** Other conflicts of interest may arise and trying to identify all possible scenarios is impossible. If the proposed transaction or situation raises questions or concerns, the person concerned should consult the Legal Department for clarification.

### **Bribery and Corruption**

We deal with customers, suppliers and government agencies in a straightforward manner and strictly adhere to the law.

Include any transaction that appears to provide concessions or benefits, such as "Bribery" subcontracting orders or consulting agreements.

### **Fair Competition**

We strive to be an independent and honest organization that respects your corporate social responsibility. Our business needs to be based on public prosperity and competition. We employ representatives, agents or other agents with fair estimates.

We are legally involved in making business decisions for the good of society and not participate in multi-competitive activities, such as developing an understanding or agreements with competitors, potentially adversely affect competitive markets.

### **Juridical Proceedings**

Employees must avoid activities that may involve or involve the participation of Blue Dart or any unlawful person in the practice, including hiring personnel or using Company property for illegal gain.

Legal proceedings and investigations into Blue Dart must act quickly and appropriately to protect the Company.

### **Gifts and Benefits:**

Directors or senior executives of the Company should not seek the gift or benefit of a customer or supplier that influences or influences an employee's behavior in representing the company. Gifts and entertainment may be exchanged at a non-exclusive level. Exceeds the usual local court rules, which extend to the Code of Business Conduct and the applicable law.

### **Confidentiality of Information:**

Company confidential information is a valuable asset. Company confidential information includes information about trade secrets, confidential and exempt information, customer information, employee-related information, management strategies and trade laws, scientific information, and / Or technical data provided or provided. This information is owned by the Company and may be protected by patent law. Trademarks, copyrights, and trade secrets, and must be considered confidential and confident.

Directors and top executives must cooperate with appropriate inquiries and investigations by the government. However, in this context, protecting the company's legal rights regarding confidential information is important. The government must obtain the documents, information, or interviews of investigators for the company's legal department. Important financial information may be disclosed without the prior approval of the company's financial officer.

There are specific policies for personnel who are allowed to communicate with the media and the financial analyst community. All inquiries or calls from journalists and financial analysts should contact the senior marketing and project manager or chief financial officer of the company.

### **Insider Trading:**

No director or top management of the Company will be able to benefit or assist others in obtaining benefits by providing investment advice by accessing Company information outside of the public domain.

Business Code of Conduct to Prevent Trading of Shares in the Company's Shares.

### **The internal data "includes" the following:**

- Interim dividend payment.
- Periodic financial results
- Any major plans for the expansion or implementation of new projects;
- Disposing of all or part of the company;
- Issuance of securities, repurchase, merger or consolidation
- Other information requested by the Compliance Officer in consultation with the Managing Director / Investor Dispute Resolution
- Significant changes in policies, plans or operations.
- The use of nonpublic information for personal financial gain or to "guide" others who may decide to invest on the basis of this information is not only unethical. It is also illegal.

## BLUE DART SOCIAL RESPONSIBILITIES

### Environment

We acknowledge the impact of our business activities on the environment and strive to improve our environmental history by protecting and using environmentally friendly technologies.

We want to measure our processes and services to the highest quality standards. National and international standards - such as the ISO 9001: 2000 standard - will be our norm.

### Waivers:

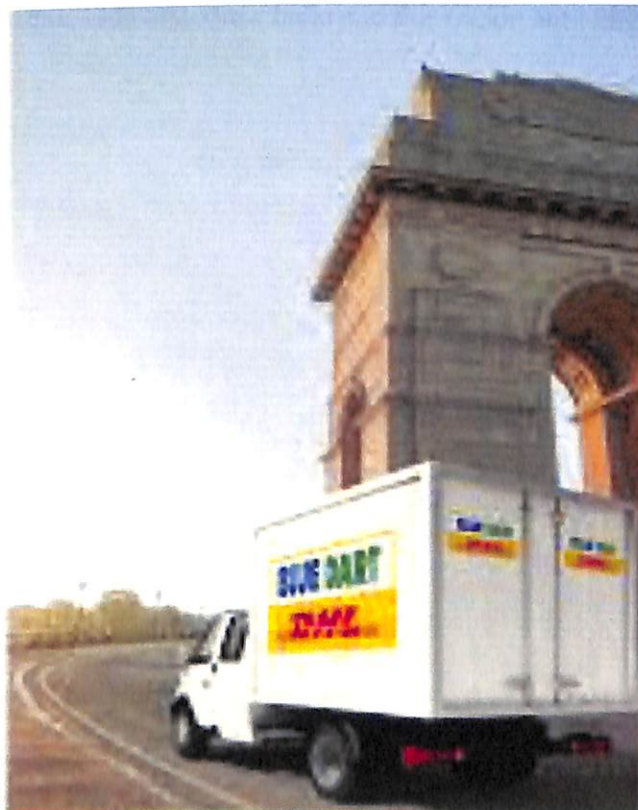
Any requirement of this Code of Ethics for Directors or Senior Executives must be approved in writing by the Board of Directors and disclosed in a timely manner.

### Communities

We strive to support the communities in which we work and to recognize the need to participate in good living with our expertise and professional skills.

**BLUE DART**  
**BEST**  
**INTEGRATED**  
**LOGISTICS**  
**SERVICE PROVIDER**

**India**  
**CARGO**  
**AWARDS**  
**North & East**  
22 - December 2017 | New Delhi



### **COMPANY'S VISION:**

"To be the best and set the pace in the air, showcasing the integrated transportation and distribution industry with the business and human consciousness, we strive to improve our reward and recognition of people through the service. High quality and professionalism, and the use of sophisticated technology will meet and exceed the expectations of customers and stakeholders. "

### **Company's future plans:**

Focus on our core products in the country to expand our market share and combine our unique and unique position in the Indian market and expand to the close Middle East and Far East markets and SAARC Association (Asian Association). Blue Dart also employs a broad client base to distribute worldwide by partnering with DHL. We plan to leverage our proven infrastructure to add value and custom solutions to the changing and changing needs of our customers. We will also provide global logistics customers with access to local and regional distribution. Our local network will continue to differentiate in all aspects of our core competencies, such as supply chain management, shipping, and e-commerce.

Named itself the preferred link and linked to the 21st century's economic superpowers. By developing technology, providing premium quality network services and strategic partnerships, we plan to Engraving ourselves as a leader in this industry, since India and this region are linked to this world.

## **LOGISTICS IN BLUE DART:**

The information technology industry may be typical of the changing and increasing demand of today's industries regardless of the type of economy old or new. In the IT industry, the difference between success and failure is closely linked to supply/value chain integration, which has two distinct processes:

- The return flow of recorded shipments is unacceptable, where there is no evidence. In many cases, the recovery of bills is not possible. Especially in the case of multi-location ordering companies, which can cover hundreds of cities. The task of the supplier is to shake up - plan logistics for delivery to all these locations and hopefully 100% of the shipping records will be returned before it can send the invoice to the customer. In the IT sector, the role of "logistics" or "compliance" is important.
- Delivering products to customers in the most reliable transit time. (And even the shortest) has alluded to a 'reliable' warranty period for the package to reach the customer or the response the organization needs in the event of an exception.
- With organizations pursuing perfect standards such as Six Sigma, interaction with logistics suppliers plays an important role, sometimes reaching the level of corporate CEOs.
- Blue Dart Express Limited uses and finds that these solutions have a significant need before other players can classify their needs. Through the extraordinary process of superior technology people and the stress in quality systems over the last two decades, Blue Dart now quickly responds to these needs.
- The country's most reliable air and the surface network has a predefined delivery schedule with close to 100% accuracy. The IT industry can precisely plan production and avoid expensive inventory accumulation.
- The recovery of signed delivery records raises the most intriguing problem in the industry. Blue Dart quickly understood this requirement and established a 100% recovery system.
- Blue Dart offers the most comprehensive communications technology in the country. Much before the Internet was prevalent; Blue Dart customers can connect to the network via Power Dart 2000 and follow the package. As an option, Dart Fax can deliver a copy of a copy of the shipping record in minutes. The Blue Dart system has been updated.

- Blue Dart not only handles large volumes and large overnight packaging. It also helps the industry with delivery status and retrieves those records that are necessary for billing. All cycles have been greatly reduced, making the industry profitable.

#### **Limitation Of Blue Dart Logistics**

We offer a snap-shot view of logistics and SCM practices in India. Companies for on-site observation are conveniently selected and may not be able to truly cross the line. Our surveys are only about logistical infrastructure collected from secondary sources and location-based observations, as evidenced by secondary sources. In addition, since the concepts of logistics and SCM are complex and involve the company's network in their efforts to produce and deliver the final product, domain-wide domains cannot be covered in one account.

## **SERVICES OF BLUE DART**

### **REGIONAL SERVICES IN SAARC AREA**

**Between India, Bangladesh, Bhutan and Nepal.**



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Blue Dart provides the fastest and most reliable door-to-door express delivery service for your documents and packages to countries in the SAARC region. Through Regional Priority, the service offers over 13,700 locations in India and over. In Bangalore, Bhutan and Nepal, which cover the widest areas in the region through a network of quality, integrated air and ground infrastructure, Transport and support for innovative technologies.

#### **Regional Priority: Documents (RPDX)**

The most reliable and secure delivery of fixed, critical and significant shipping, such as legal documents and tenders. Blue Dart Envelope provides safe and attractive packaging for your documents, brochures, and accounts of 500 gm.

#### **Regional Priority: Non-Documents (RPDT)**

Fast and reliable delivery of doors for samples and non-commercial shipments.  
It is currently only available between India and Nepal.

## DIFFERENT TYPE OF REGIONAL SERVICES:



### DOMESTIC PRIORITY

In Blue Dart, we understand the importance of your time. That is why we are going so fast to keep your services fast and secure. Our core international services are aimed at providing competitive business websites with fast business service. The fastest and most reliable door-to-door delivery service within India and to Bangladesh, Nepal and Bhutan for documents and small shipments under 32 kg per parcel. The special advantages of this service are:

- ▽ **Delivery to over 13,700 locations in India**
- ▽ **Free pickup from your location.**
- ▽ **Real-time tracking:** Track your online shipments in real time from picking up to delivery. You can also contact Blue Dart regarding the status of your consignments.

area. You can reserve space for your shipment through our customer service department and ship your cargo to our Blue Dart Aviation Office at the relevant airport.

Dart Apex also has the option to save on additional costs for the service. Door-to-Airport you can book your shipment from any location available for this product to the major airports mentioned above. Your concessionaire must deliver the parcel from the Blue Dart Aviation office at the relevant airport.

**Dart Apex offers the following best features and benefits:**

- Cash on Delivery (COD)
- Wide Market Reach
- Freight on Value (FOV)
- Demand Draft on Delivery (DOD)
- Real-time Information
- Economical
- Speed
- Flexibility
- Time Definite Delivery
- Single Window Clearance

## DART SURFACELINE



Dart Surface line is an economical and 35,000 door-to-door distribution service in India for transportation of 10kg or more. Have cost-effective logistics options for your less-than-time delivery with the following added value features and benefits:

- ▽ Regulatory clearances
- ▽ Economical Tariff
- ▽ Time-Bound Delivery
- ▽ Track Your Shipment

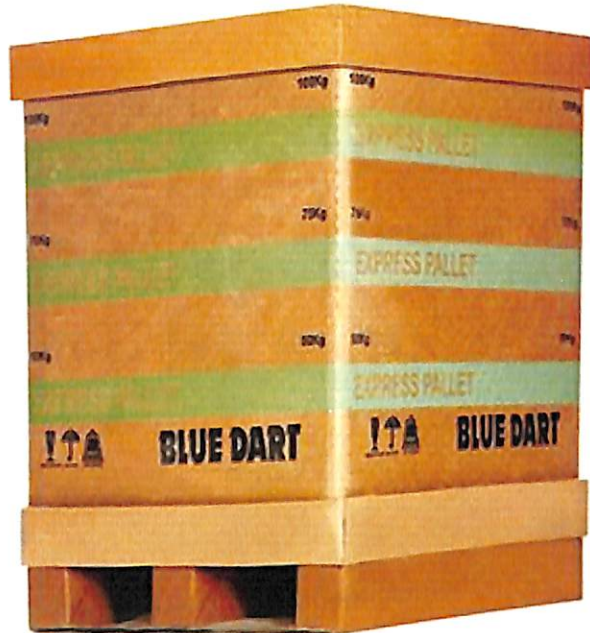
## SMART BOX



Smart Box - Air Express and Smart Box - Ground Express are economically convenient. The price includes door-to-door delivery in India. This unit comes in 2 sizes of 10 kg and 25 kg. Designed to support a wide range of products. The advantages of using Smart Box are:

- Free pick-up
- A wide market reach
- Proof of delivery
- Real time tracking
- Trouble free service

## Express Pallet



Blue Dart Express Pallet is a convenient and flexible way to deliver goods within India. A special, wood-free packaging that can be built to accommodate small shipments of up to 50 kg or up to 100 kg plus.

### **Some of the additional features of express pallet**

- Robust and durable packaging for overall safety.
- Weather-resistant material to protect against water damage.
- Packaging range
- Fastest for domestic express packages.
- Enclosed for better protection.
- Pallets support the weight of the delivery and make transport easier.
- Control your delivery anytime anywhere with our tracking locations.

## INTERNATIONAL SERVICE



Blue Dart launches DHL Express Worldwide (DOC), DHL Express Worldwide (NON-DOC), Express Easy Box 8 and Express Easy Box 6. Documents and packages this service offers access to 220 countries around the globe and a wide range of quality and extensive Blue Dart and DHL networks.

**The special benefits of international services are:**

❖ **Customs clearance**

Experts familiar with customs clearance in India, as well as in 228 countries around the world, and pre-clearance for shipments in transit, available for most destinations, will enable efficient delivery of goods. Click on Customs for details on customs document requirements.

❖ **Package**

DHL has invented unique packaging to protect and secure your documents and shipping and add value to your product.

❖ **Real-time tracking**

Via the website [www.bluedart.com](http://www.bluedart.com) for your shipping information at every stage of transportation. You can also contact Blue Dart for details.

❖ **Effective option**

Door-to-door services reduce the need for the clearing agent and provide transportation at the destination for delivery to the consignee.

❖ **Convenient solution for your paperwork and international transit.**

The documents and packages will be picked up from your location, which is inspected by the customs and delivered to the consignee. Contact Blue Dart to arrange the pickup and click Location Finder for the location provided. International Services or contact Blue Dart for details.

## Different types of international services

### AIRPORT TO AIRPORT



Airport to airport services is available on flights operated by Blue Dart Aviation between the airports of Kolkata, Delhi, Mumbai, Bangalore, Chennai, and Hyderabad. And Ahmedabad the advantages of airport services to the airport are:

#### ❖ Capacity

Blue Dart Aviation is the only freight forwarder with scheduled delivery of the B737-200 in India and can provide a larger service than other domestic carriers.

#### ❖ Cooling-Period

All of Blue Dart Aviation's stores have built-in X-rays, which reduces the need for 24-hour cooling as needed for safety reasons for Indian air transport.

#### ❖ Late Night Cut-off & Early Morning Deliveries

With Blue Dart Aviation's nighttime operation, daytime delivery connects night flights and arrives at destinations the next morning.

## CHARTERS



Blue Dart Aviation operates the only Indian Express airline in India and its operation is supported by its ability to manage and maintain its own stadiums, including bonded online stations and asset management. Blue Dart Aviation is renowned for being one of the highest quality service providers in the world. Today For more information, please visit [B757.com](http://B757.com)

**AIRCRAFT CAPACITY DETAILS.**

Specialized Charters In the past, Blue Dart Aviation has leased TV Equipment for the Miss World Contest, TV equipment and broadcasting equipment. High value for cricket nationwide, aquaculture equipment, peripherals, computers and electronics, emergency equipment and inventory. Great for JIT PLANTS.

## Interline



Blue Dart Aviation operates the only Indian Express airline in India and its operations are supported by its ability to manage and maintain its own stadiums, including bonded warehouses at all online stations and asset management. Blue Dart Aviation is well respected for its quality of service. The highest in the country at present See details in B757. AIRCRAFT CAPACITY

Blue Dart Aviation's current fleet consists of six Boeing 757

Bonded with customs officials to facilitate the efficient transfer of goods within India. This facility allows distribution of domestic imports and provides export services to and from international gateways. This has made international carriers a viable alternative to limiting online stations in India and increasing the offline marketing potential by using Blue Dart Aviation's distribution capabilities.

Blue Dart has signed deals with leading international airlines such as Air Canada, Air India, Air Mauritius, Alitalia, Asiana, British Airways, Cargolux, Cathay Pacific, China Airlines, El Al Israel Airlines, Emirates Airlines Sky Cargo, KLM Royal Dutch Airlines, Kuwait Airways, Polar Air, Saudi Arabian Airlines, Singapore Airlines, Sri Lankan Airlines, Swiss Airways, Kenya Airways, BMI and Etihad Airways.

The courier industry in India was born in 1979 with the entry of DHL into the market. The industry soon saw the entry of ELBEE and BLUE DART to appropriate value from the lucrative sector. The industry in India is divided into the organized, semi organized and the unorganized segments. The industry is highly fragmented with over 2300 players in the market. The way forward is through tie ups between the players in the organization segment and a few powerful ones in the semi-organized segment.

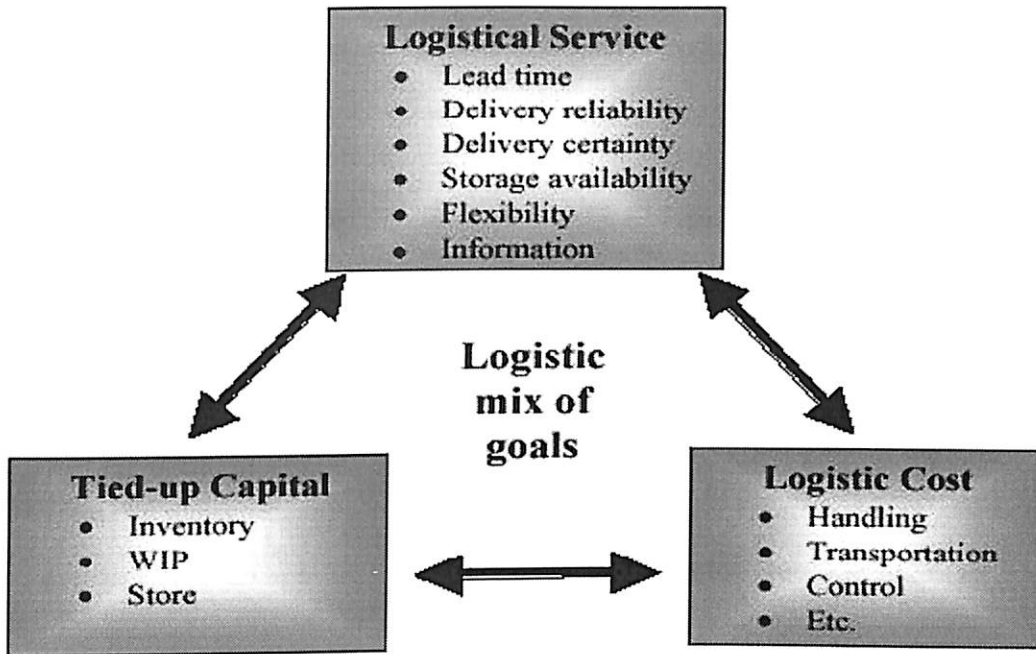
Efficiency, speed and flexibility in the delivery and distribution aspects of a business, form the key to successful logistics solution. Logistics planning and management defines a unique network of Suppliers, producers and distributors to deliver a specific product set. Different type of product families and different customer segments may necessitate several distinctly different supply chain configurations, which has to be designed for flexibility and responsiveness.

The ideal supply chain for one set of conditions however, is not ideal for another, since Conditions keep changing; Supply chain configuration will have to be continually revised. The result will be the wireless solutions in order to integrate business for both the local and global trade. The end-to-end solution will help the customer to manage the business and mobile sales and delivery team enabling them to ensure superior customer service and product availability without losing control of costs.

The solution also helps the merchant, the customer and the vendor to save the ever decreasing commodity-resource both time and money by being mobile, whenever required, The solution enables the industry to set up and tightly integrate the customers, financial accounting, order management, and other enterprise solutions to improve cycle time by facilitating exchange of critical data, Such as product specifications, and by streamlining ordering and approval processes, This solution allows you to reduce purchasing, inventory, and overall management costs.

### **VALUE ADDED SERVICES**

Blue Dart has begun offering value-added services, such as "Logistics management, supply chain management, and warehousing facilities to the company's customers, the growing demand for such services by private companies is on the rise. By outsourcing these services to third-party service providers, they can reduce costs and improve performance. For service providers, that service is part of the overall value the customer offers in addition to receiving and delivering. Usual the service has the potential to increase the spread of distribution companies such as Blue Dart. We believe Blue Dart is best deployed to take advantage of emerging warehouse space growth and supply chain management.



*Figure 11: The fundamental balance---logistic mix of goals*  
*Source: Modified according to Lumsden, K.R., 1998*

## Chapter - 4

### KEY FINDINGS

From the study we know that 1/3 of the people were using the Blue Dart courier service, and apart from which are using other means of a courier. Out of 100 respondent 23 are doing courier 1 to 5 per week 12 respondent is doing courier 6 to 10 per week, 22 respondent doing courier 16 to 20 per week, 15 respondent using courier service 20 and above per week.

From the above diagram 25% courier delivery is depending upon distance, 17 is depending upon Time, 28 is depending upon Goods, 30 is depending upon Weight age. I found after study that 52% courier is delivering through air transport if a distance is very long, 43% using air transport if a distance is LONG and 32 % is delivered through water transport. Finally, if the distance is SHORT first preference is given to ROAD transport, and 89% people say that the information or courier supply by BLUEDART is accurate and perfect honest and zero defect and 11% says that it is not accurate and perfect.

Finally, the BLUE DART think twice on cost, poor service, late approach, so people or BLUEDART customer satisfied with that service.

### FINDINGS

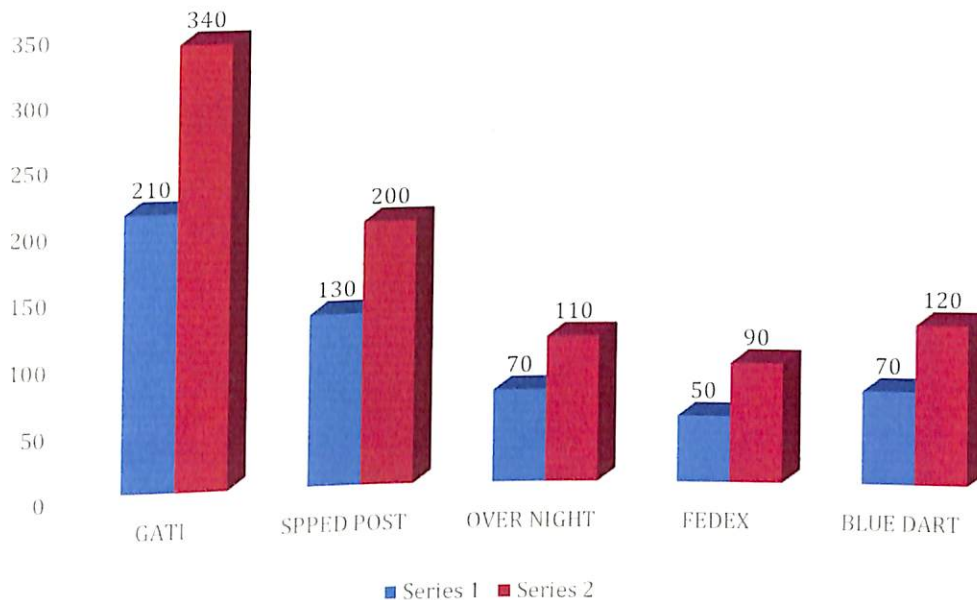
The study found that BLUE DART fulfilled the requirements of the most efficient logistics (supply chain management) companies. However, there are some areas that require additional attention to enhancing the quality of service.

- Delivering products to customers in the most reliable transit time. (And even the shortest).
- The country's most reliable air and surface networks offer a predefined delivery schedule with close to 100% accuracy.
- Blue Dart Express Limited recognizes the basic needs of its customers rather than its competitors.
- The backward flow of signed records is recognized as credible.
- Blue Dart offers nationwide customized communications and software technology to address critical supply chain needs.

## DATA INTERPRETATION

### 1) Comparative study

NAME OF THE COMAPNY	FASTEST TIME/HOUR	FIRST DELIVERY ATTEMPT
GATI	210 %	340%
SPEED POST	130%	200%
OVER NIGHT	70%	110%
FEDEX	50%	90%
BLUE DART	70%	120%

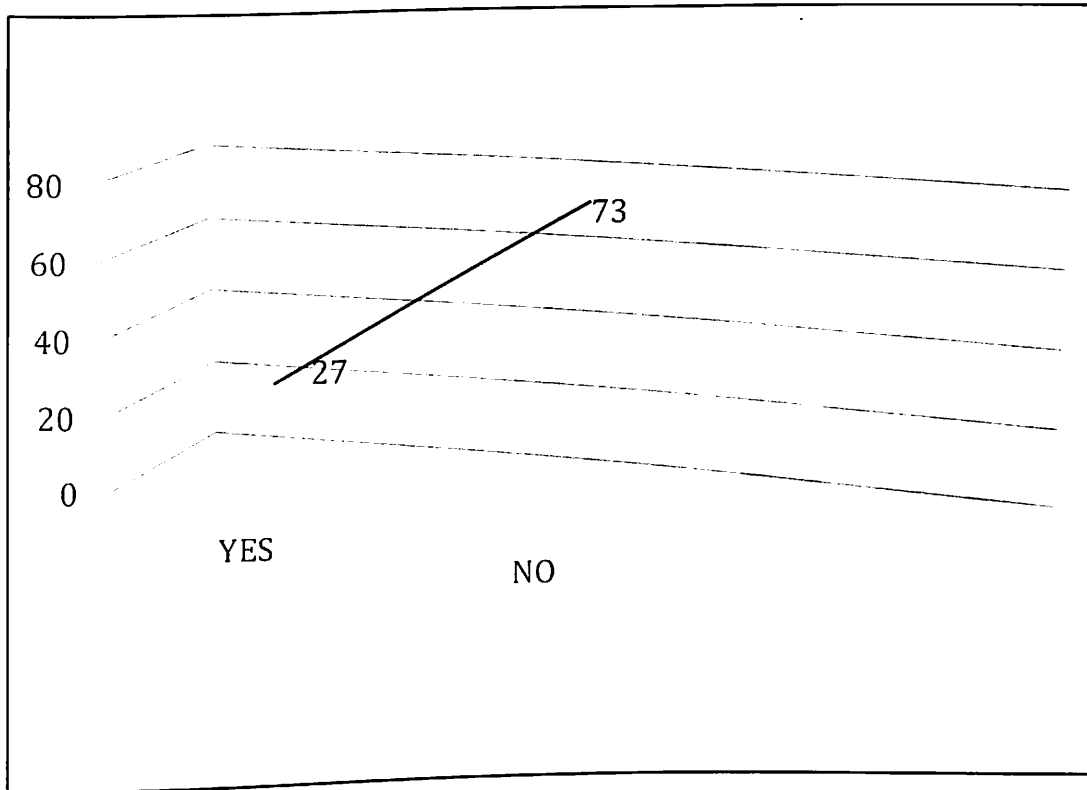


### INTERPRETATION:-

From the above graph we can see that 210 % fast delivery and 340 % first delivery attempt can be done by GATI after that 130 % and 200 % done by SPEED POST. OVER NIGHT has done 70% and 110%. FEDEX has done 50 % and 90%. And the BLUE DART has done 70 % fastest delivery and 120 % first delivery attempt.

2) Have you ever used blue dart courier service?

- Yes
- No



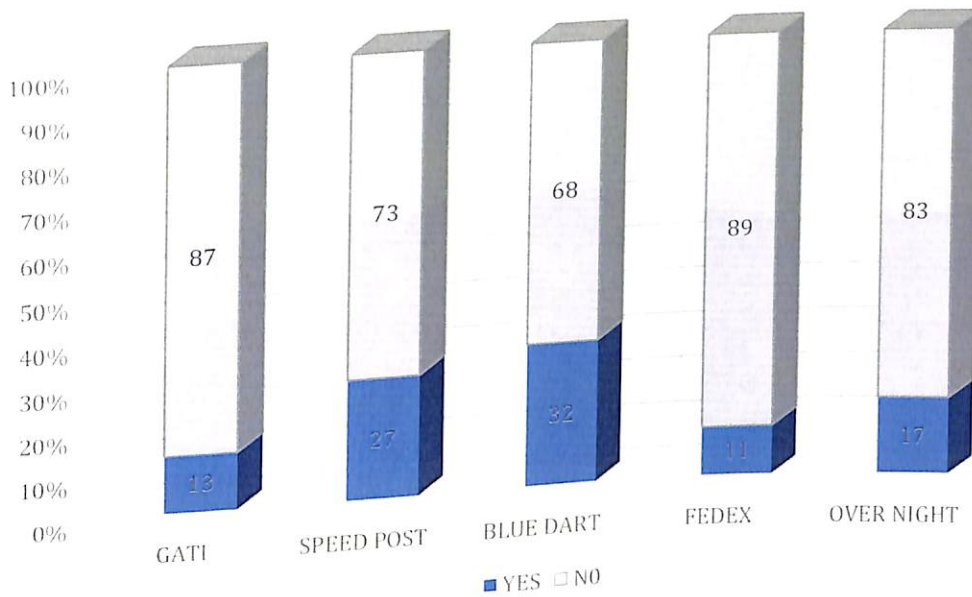
**INTERPRETATION:-**

From the above graph 27% respondent using BLUEDART courier service apart from that 73%

People using other means of courier services.

3) Do you ever used any other courier companies?

NAME	YES	NO
GATI	13%	87%
SPEED POST	27%	73%
BLUE DART	32%	68%
FEDEX	11%	89%
OVER NIGHT	17%	83%

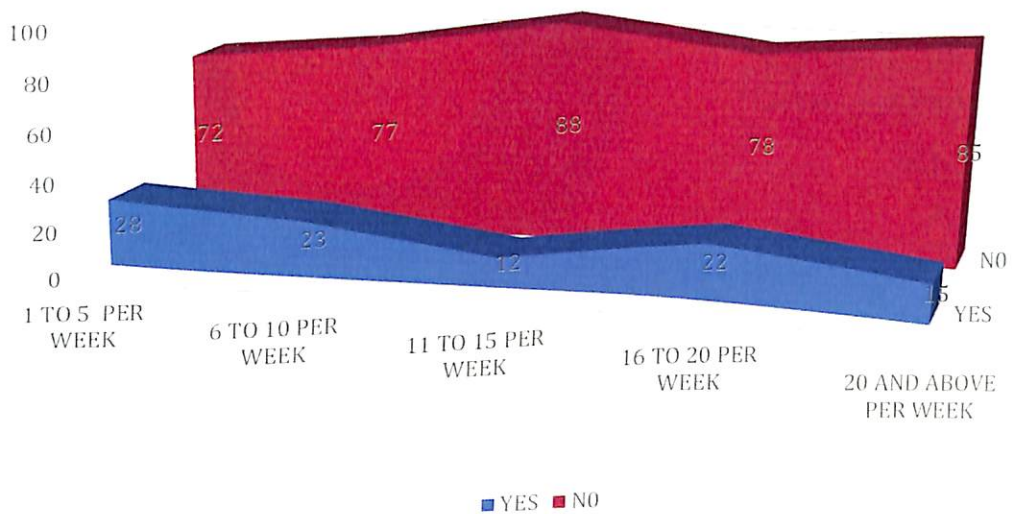


**INTERPRETATION:**

From the above graph 13% respondent using GATI courier service, 27% respondent say Yes to speed post, 32% respondent using BLUEDART, 11% respondent using FedEx, 17% respondent using OVERNIGHT courier service.

4) How often do you use BLUE DART SERVICES?

BLUE DART SERVICES	YES	NO
1 TO 5 PER WEEK	28%	72%
6 TO 10 PER WEEK	23%	77%
11 TO 15 PER WEEK	12%	88%
16 TO 20 PER WEEK	22%	78%
20 AND ABOVE PER WEEK	15%	85%



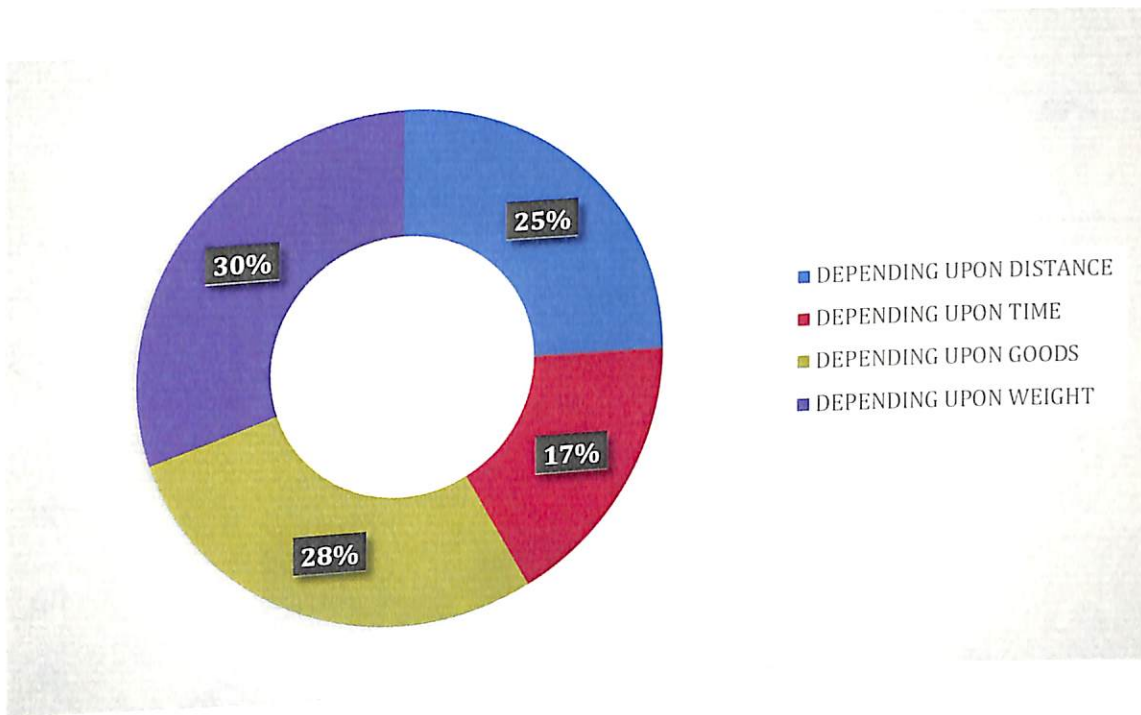
**INTERPRETATION:-**

From the above graph 28% respondent using courier service 1 to 5 per week, 23% respondent using courier service 6 to 10 per week, 12% respondent doing courier 11 to 15

per week, 22% respondent doing courier 16 to 20 per week, 15% respondent using courier service 20 and above per week.

5) How many time it takes to deliver your courier?

- ∇ Depending upon distance: - 25%
- ∇ Depending up on Time: - 17%
- ∇ Depending upon goods: - 28%
- ∇ Depending up on weightage- 30%

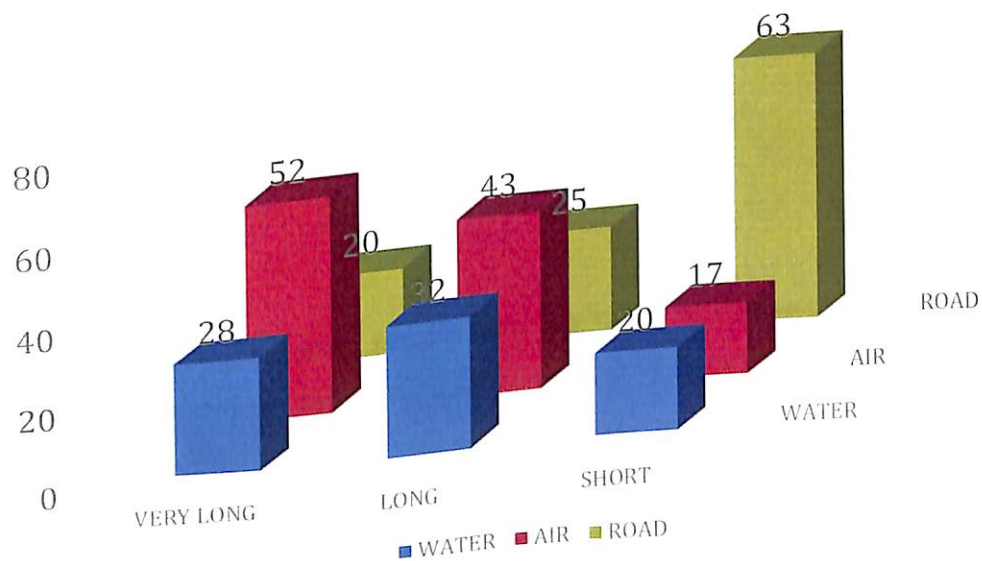


**INTERPRETATION:-**

From the above diagram 25% courier delivery is depending upon distance, 17% is depending upon Time, 28% is depending upon Goods, 30% is depending upon Weight age.

6) Which transport form they use to deliver the courier  
 Depending up on Distance/Location:-

DISTANCE	WATER	AIR	ROAD
VERY LONG	28%	52%	20%
LONG	32%	43%	25%
SHORT	20%	17%	63%



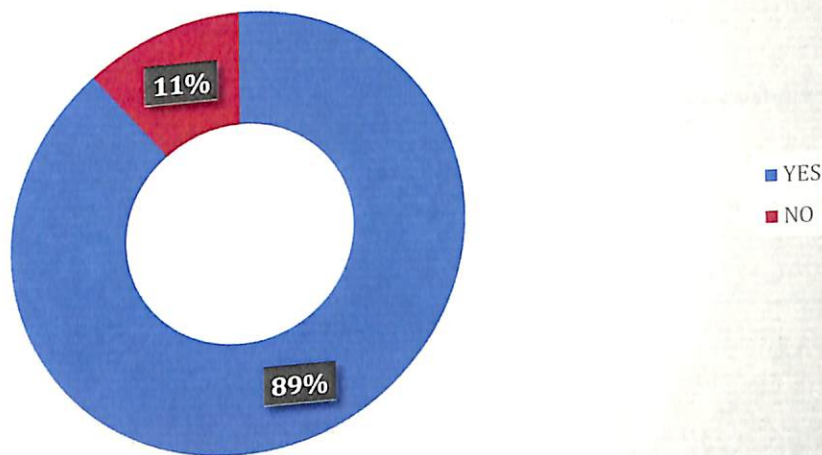
INTERPRETATION:-

From the above graph 52% courier is deliver through air transport if distance is very long, 43% using air transport if distance is LONG and 32 % is delivered through water transport. Finally if the distance is SHORT first preference is given to ROAD transport.

7) Is the information or courier they supply you is that accurate and honest?

- YES
- NO

Column1

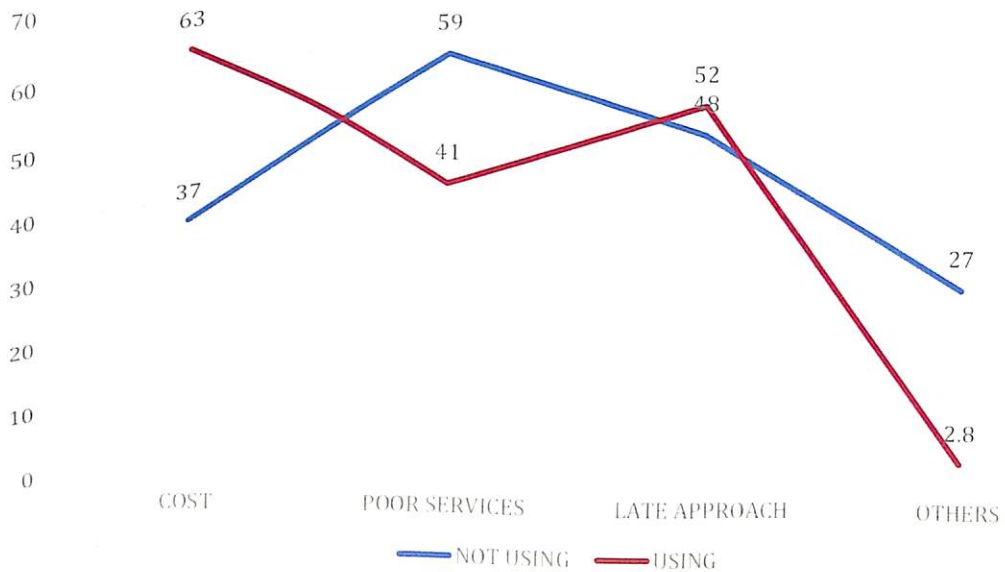


**INTERPRETATION:**

From the above diagram 89% people says that the information or courier supply by BLUEDART is accurate and perfect honest and zero defect and 11% says that it is not accurate and perfect.

8) Why do you not use any other courier services?

REASONS	NOT USING	USING
COST	37%	63%
POOR SERVICES	59%	41%
LATE APPROACH	48%	52%
OTHERS	27%	63%

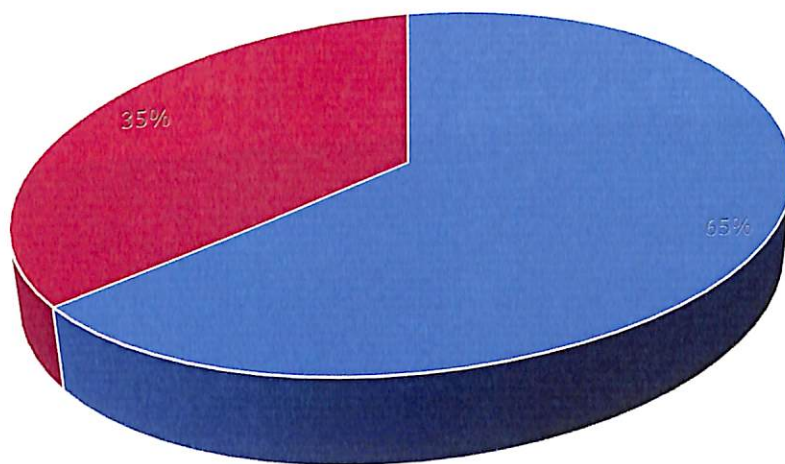


INTERPRETATION:-

From the above diagram 37% people not using other services because of cost, From the above diagram 59% people not using other services because of poor services, From the above diagram 48% people not using other services because of late approach, From the above diagram 27% people not using other services because of others.

9) Blue Dart is one of the best company in the world for deliver goods and services?

- YES
- NO



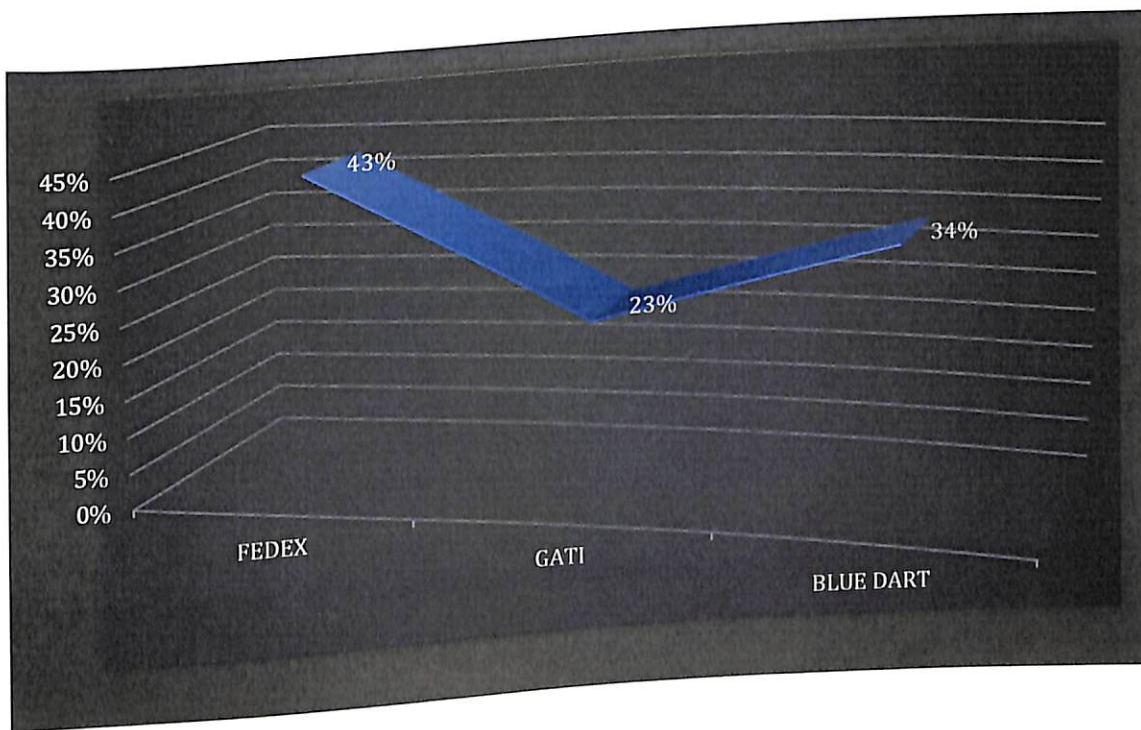
■ YES ■ NO

### **INTERPRETATION:**

From the above diagram 35% people say No and balance 65% people say yes because of their experience.

10) In India which is the most customer friendly courier company?

- ❖ FEDEX
- ❖ GATI
- ❖ BLUEDART



**INTERPRETATION:**

From the above diagram, 43% people are support to FedEx company, 23% people are with Gati company and balance 34% people are agree that BLUE DART is best customer friendly courier company.

## Chapter -5

### Conclusion and Suggestions

BLUE DART is South Asia's leading integrated airfreight provider and premium logistics, provider. It has a network of over 35,000 locations and services in more than 220 countries worldwide through its global sales partnerships with DHL, the world's leading express delivery service. Blue Dart's vast and unparalleled domestic network.

The spectrum of Service to provide customized solutions Blue Dart is the only express service provider in the country, which provides all-in-one services, from document delivery to package delivery.

Customs and regulatory expertise The Company has a team of specialists who specialize in customs, as well as regulations in every country in the country, to support seamless service to customers.

Is technology designed to increase the reliability of our operations and the efficiency of our processes and add value to our customers through time and cost savings?

it is the only airline network in the country that focuses on providing freight services as a core business, not a by-product of airline passengers. The dedicated flight system to support Blue Dart's service is self-reliance, with a bonded warehouse, ground management, and maintenance.

Fitch Ratings India Pvt. Ltd. has assigned a long-term domestic rating of "F1 + (Ind)" to Rs. 30 crores. ICRA Limited.

#### The following are the suggestions based on the study:-

- Blue Dart is not very well connected. Therefore, Blue Dart must be connected to the National Airport.
- National airport services are limited to some airports and are very expensive. Spreading to any airport will result in appropriate service.
- National shipping is done through the roads that make the service to the national airport delayed, to be spread to all airports for quick service.

- Since Blue Dart is focused on international services, it is important to consider domestic services.
- Blue Dart focuses on international services.

## **BIBLIOGRAPHY**

### **BOOKS**

- Magazine of Blue Dart Company
- Blue Dart Financial Report

### **NEWS PAPER**

- ECONOMIC TIMES
- TIMES OF INDIA

### **WEBSITES**

- [www.google.co.in](http://www.google.co.in)
- [www.bluedart.com](http://www.bluedart.com)
- [www.wikipedia.org](http://www.wikipedia.org)
- [www.scribd.com](http://www.scribd.com)

## APPENDIX

1) Comparative study:-

2) Have you ever used blue dart courier service?

- Yes
- No

3) Do you ever used any other courier companies?

- FEDEX
- GATI
- OVER NIGHT
- SPEED NIGHT
- BLUE DART

4) How often do you use BLUE DART services?

- 1 TO 5 PER WEEK
- 6 TO 10 PER WEEK
- 11 TO 15 PER WEEK
- 15 TO 20 PER WEEK
- 20 AND ABOVE

5) How many time it takes to deliver your courier?

- DEPENDING UPON DISTANCE 25 %
- DEPENDING UPON TIME 17%
- DEPENDING UPON GOODS 28%
- DEPENDING UPON WEIGHT 30 %

6) Which transport form they use to deliver the courier Depending up on Distance/Location?

- WATER
- AIR
- ROAD

7) Is the information or courier they supply you is that accurate and honest?

- YES
- NO

8) Why do you not use any other courier services?

- COST
- POOR SERVICES
- LATE APPROACH
- OTHERS

9) Blue Dart is one of the best company in the world for deliver goods and services?

- YES
- NO

10) In India which is the most customer friendly courier company?

- FEDEX
- GATI

- BLUE DART