



FOUNDERS

» Tushar Jani

- Founder of the company
- Pursued B.Sc from University of Mumbai
- Chairman of Cargo Service Centre Pvt Ltd

» Khushroo Dubash

- Co-Founder of the company
- Pursued B.Sc from University of Mumbai

» Clyde Cooper

- Co-Founder of the company
- Former CEO of Airworks company

WEBSITE



www.bluedart.com

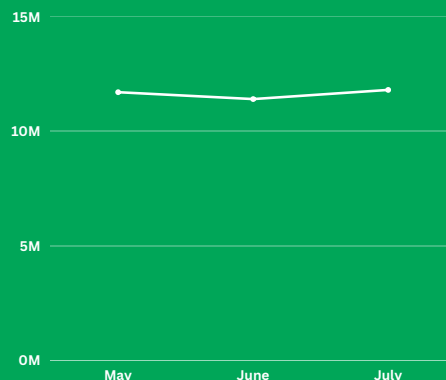


ABOUT

- It is an Indian logistics company that provides courier delivery services.
- It was founded by Tushar Jani and his friends Khushroo Dubash and Clyde Cooper in November 1983.
- It is headquartered in Mumbai, Maharashtra.
- It has a subsidiary cargo airline, Blue Dart Aviation that operates in South Asian countries.

ANALYTICS

● Website Traffic ● Website Ranking



-Global Rank: 6710
-Country Rank: 477
-Category Rank
(shipping & Logistics): 1

DART TECHNOLOGY

● Web Based Tools

TrackDart™

- Track the status of your shipment by using the TrackDart™ box
- Shipments under single or multiple waybills may be tracked using either the waybill number or the reference number given at the time of shipping.

ImageDart™

- It will enable users of Blue Dart's Apex (Air Package Express) and Surfaceline services to download Proof Of Delivery (POD) and Delivery Challans (DC) online, from the Blue Dart website.
- With ImageDart, Blue Dart customers will be able to realize their collections from their own customers much faster, saving them interest costs and making their billing and recovery cycle, and supply chain more efficient.

Digital Prepaid Card

- It is the solution that enables cashless payments for your logistics requirements, powered with no minimum recharge amount, recharge as per your business use.

DART TECHNOLOGY

● E-business Tools

InternetDart™

- You may track by a range of dates, origin, destination, delivered or undelivered shipments or services used, on-line.
- You may generate a series of reports, at a pre-determined frequency, and sort the results on-line.

ShopTrack™

- It is an API (Applications Program Interface) designed specifically to support and enhance the services provided by a portal or any e-business.

PackTrack™

- It is designed for any client involved in logistics, distribution, and inventory control. It has been designed to streamline and integrate shipping processes.
- It can be integrated into the client's systems and enables him to keep track of the entire distribution status of all his customers.

DART TECHNOLOGY

● Stand-alone Tools

Cosmat IITM

- COSMAT II (Computerised On-line System for Management, Accounting, and Tracking) is a complete ERP system indigenously developed by Blue Dart.
- It interfaces with Human Resources Management, Financial Management, Purchase, Sales Monitoring Executive Information, and CRM systems.

SMARTTM

- SMART (Space Management Allocation Reservation and Tracking), is an in-house developed state-of-the-art technology system, which allows real-time space and revenue management on the Blue Dart Aviation network.
- It ensures that the aircraft is filled profitably and that all customers with space confirmed on the aircraft have the assurance that their packages would travel.

CARESSTM

- (Complaint Appreciation, Resolution and Evaluation to Satisfaction System), Blue Dart's latest innovation and an extremely powerful online customer complaint-redressal system.
- It enables intelligence on every single customer complaint to enhance service excellence.

DART TECHNOLOGY

● Stand-alone Tools

ShipDart™

- ShipDart is a Blue Dart proprietary solution specially created for the convenience of regular customers.
- ShipDart needs to be installed at the customers' premises in order to interface with their own system for the pre-shipping and post-tracking activities, thereby playing a major role in bridging the existing gap in any package movement.

SHIELD™

- The powerful, online, security module that simplifies tracking of any security incident across the country. Facilitates closure of cases and deriving of trends as an effective management tool.

MobileDart™

- MobileDart™ - WAP works on any mobile phone or device which supports Wireless Application Protocol.
- In the case of an undelivered shipment, he can choose to receive delivery details by email or SMS. The customer can also access the Location Finder, which provides details about all locations service by Blue Dart, based on a pin code.

BUSINESS MODEL

Express Delivery Services:

- Customers can send documents, parcels, & packages with various delivery speed options, catering to different needs and timeframes.

E-commerce Logistics:

- They provide specialized solutions for e-commerce businesses, helping them manage their supply chains, inventory, and last-mile deliveries effectively.

Technology Integration:

- Their online platform, website, and mobile app offer features such as package tracking, estimated delivery times, and digital shipping solutions.

Partnerships & Alliances:

- Blue Dart has formed strategic partnerships with international courier companies, airlines, and other logistics providers.

MARKETING STRATEGY

Product Strategy:

- **Premium Service:** Here the packages are delivered quickly & are therefore sent by aviation mode. are therefore sent by aviation mode.
- **Dart Apex:** These are the parcels, that consist of both mix of land and air delivery, depending upon which will reach faster.

Price Strategy:

- Based on distance, size of the parcel, and handling cost, the prices charged are similar to those in the market.
- It also charges premium prices, depending upon the criticality of the product, short-period delivery, or even depending upon unique locations.

Place Strategy:

- It covers the whole of south-Asia, with a very compact service in more than 13 thousand locations.
- Blue Dart also offers services to Businesses and organizations, in carrying the supplies and logistics for their operations.