

GLOBAL LOGISTICS MANAGEMENT SOLUTION, FAREYE PARTNERS WITH BLUE DART TO FURTHER ENHANCE ITS CUSTOMER EXPERIENCE & REDUCE CARBON FOOTPRINT

New Delhi, 09 August 2017: FarEye, a Global Logistics Management Solution announces its partnership with Blue Dart to further enhance its customer experience and reduce its carbon footprint. Blue Dart is South Asia's premier express air and integrated transportation & distribution company, and a differentiated solution provider for all merchandise delivery offerings from e-tailing companies in the country. Today Blue Dart is the largest express courier company with a 46.5% market share in the organised air express segment in India and a 13.5% market share in the organised ground express market.

A leader in the express logistics industry in India, Blue Dart has been at the forefront of best-in-class technological innovations and continuously invests in technology to further improve its operational efficiency and enhance its superior customer experience. Being a SaaS platform, FarEye became an apt fit as it seamlessly integrated with the existing systems at Blue Dart, making the company's IT infrastructure more flexible and agile.

Under the partnership, FarEye's technology platform is managing deliveries for Blue Dart along with various unique and innovative features like caller ID functionality to identify customer call with docket number and other details, reattempt delivery option for undelivered products (increases workforce efficiency and delivers enhanced customer satisfaction), live monitoring of field executive on maps, click to call and SMS etc. FarEye's platform can also work in offline environment.

FarEye has proved to be a partner of choice for Blue Dart in several ways:

1. **Cost reduction:** By using the right algorithms, FarEye optimises the work schedules and routes for each delivery personnel.
2. **Value Creation:** FarEye's systems have helped Blue Dart to bridge this gap and provide personalised & seamless customer experience.
3. **Reduced Carbon Footprint:** Missing a package delivery impacts a worker's efficiency but at the same time, the second or third trip, increases the carbon footprint of delivery. Besides this, by digitalising operations, most of the processes are now going paperless.

Anil Khanna, Managing Director, Blue Dart said, “Blue Dart is delighted to partner with FarEye. We are a highly focused and insanely customer centric brand and this partnership will only enable to enhance the experience for our customers. FarEye’s platform is scalable, future-oriented and flexible and has enabled us to have complete visibility of each shipment and keep the customer informed at every step, ‘real-time’. It has also helped us in automating first mile pickups and last mile deliveries and going almost paperless, a small step in reinforcing our goal to have zero emissions by 2050”.

Kushal Nahata, Co-founder & CEO FarEye said, “The dawn of digitalization created the need for enterprises to adopt mobility solutions in order to overcome the operational complexities with the help of an added visibility layer. Our association with Blue Dart has been a massive learning for us and we have tried to put in our best and rolled out innovative solutions based on challenges faced by their team. The amount of learning we had working with Blue Dart is immense and has been our greatest reward. FarEye is an enterprise grade technology platform and we were lucky that Blue Dart evaluated us on capability as compared to other MNC IT companies. This motivates us to work even harder to be able to provide unbeatable innovative products which help our clients deliver their brand promise ‘real-time’.”

About Blue Dart:

Blue Dart Express Ltd., South Asia’s premier express air and integrated transportation & distribution company, offers secure and reliable delivery of consignments to over 34,973 locations in India. As part of the Deutsche Post DHL Group’s (DHL Express, DHL Global Forwarding & DHL Supply Chain) Post - eCommerce - Parcel (PeP) division, Blue Dart accesses the largest and most comprehensive express and logistics network worldwide, covering over 220 countries and territories and offers an entire spectrum of distribution services including air express, freight forwarding, supply chain solutions and customs clearance.

The Blue Dart team drives market leadership through its motivated people force, dedicated air and ground capacity, cutting-edge technology, wide range of innovative, vertical specific products and value-added services to deliver unmatched standards of service quality to its customers. Blue Dart’s market leadership is further validated by numerous awards and recognitions from customers for exhibiting reliability, superior brand experience and sustainability which include recognition as one of ‘India’s Best Companies to Work For’ by The Great Place to Work® Institute, amongst the Top 25 Best Employers in India 2016 by AON Hewitt, voted as a Superbrand for the 10th consecutive year, listed as one of Fortune 500’s India’s Largest Corporations and Forbes India’s Super 50 Companies and voted Reader’s Digest Most Trusted Brand for the 11th consecutive year, to name a few.

Blue Dart accepts its social responsibility by supporting climate protection (GoGreen), disaster management (GoHelp) and education (GoTeach).

About FarEye

FarEye is a leading Global Logistics Management Solution which is making logistics processes ‘Smarter’ with cloud. FarEye understood the grass-root level problem and developed a solution that solves the problems of the 1.3 billion Deskless Workforce Globally - world’s first Business Process Management platform for Logistics operations to optimize supply chain and predictive analytics to improve efficiencies. **We help execute approximately 1 million transactions per day thus increasing the first-time**

attempts by 25%, reducing the fuel expenses by 28% and increasing the customer visits by 66%. FarEye brings the expertise of working with larger enterprises across the industry verticals in Retail, ecommerce-logistics, BFSI, Healthcare, Field Services and FMCG. FarEye has been empowering the logistics wings of **Blue Dart - DHL, Walmart India, Hero FinCorp, Amway, Hitachi, Bajaj Capital and over 75 large organisations across 15 countries globally.**

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