

In-house operations for a leading fashion apparel brand

Blue Dart provides in-house operations for leading fashion apparel brand in handling their B2B & B2C volumes

THE BENEFITS DELIVERED FOR THE BRAND



High-Quality Operations

Consistently performing at the highest quality



Faster Deliveries

Enhanced customer satisfaction



Peak Season Readiness

Smoother operations during peak volume



Same Day Delivery Enabled

Improved service offering with faster turnaround

HOW BLUE DART MADE IT HAPPEN

- **Setting up in-house operations** at the customer warehouse for direct airport connection
- **Arranging 3x/day pickups**, and utilizing commercial airlines for early morning loads
- **Optimized first-mile, mid-mile, and last-mile operations** to minimize shipment dwell times
- **Activated Next day Delivery (NDD)** for Metro & Tier 1 cities
- **Activated Same Day Delivery (SDD)**

BLUE DART

DHL