

DHL & Blue Dart Take Gold in Reader's Digest Trusted Brand 2009 Awards

Score Gold Awards in the Airfreight/Courier Service category in India and Asia

Mumbai, Maharashtra, May 11, 2009 /[India PRwire](#)/ -- DHL, the world's leading express and logistics company and Blue Dart, South Asia's number one express air and integrated transportation, distribution and logistics Company and part of the DHL Group have once again been voted as India's most trusted brands in the 'Airfreight/Courier Service' category at the 11th annual Reader's Digest Trusted Brand 2009 Awards.

These prestigious accolades are a testament to the strength of the DHL Group in India. DHL and Blue Dart's strong standing in the annual survey shows that its brand name registers top-of-mind awareness among customers who see the Group as trustworthy, reliable and innovative.

This is not the first time that the brands have featured strongly in the category; DHL India has scored three Gold awards and Blue Dart has received the Reader's Digest Most Trusted Brand Gold Award for the fourth consecutive year. The distinguished Gold Award was also conferred to DHL in Singapore, Taiwan, Hong Kong, Philippines, Malaysia and Thailand, establishing the unparalleled presence and commitment the Group has in the Asia Pacific region.

"With over 50,000 customers in India, the Reader's Digest Trust Brand Awards is an affirmation of the trust that customers place in DHL. We take it upon ourselves to continually live up to the expectations by delivering the best quality service at competitive prices, and constantly innovating to stay ahead of the curve," said Craig Grossgart, Country Manager, DHL Express India.

Commenting on the joint win, Anil Khanna, Managing Director, Blue Dart Express Ltd, said "Such recognitions year after year keep validating our tireless efforts to provide the best comprehensive and customized solutions for our customers, especially in these critical times when service quality and consistency is an absolute must for any business. We are committed to perform beyond our customers' expectations with our innovative products, advanced technology, superior infrastructure and passionate people-force fully aligned to achieve this objective."

Launched in 1999, the annual Reader's Digest Asia Trusted Brands Awards aim to identify the brands that appeal most to affluent Asian consumers. Covering 42 categories of products and services, the survey is carried out in eight key markets in Asia – China, Hong Kong, India, Malaysia, Singapore, Taiwan, Thailand and the Philippines. Eight thousand respondents took part in the survey and were asked to nominate their most trusted brand across various categories and industries. Independently conducted by The Nielsen Company, the annual survey is recognized as one of the most representative branding surveys in Asia with a transparent and professionally executed process that provides consumers with an understanding of the most trusted brands in Asia.

Notes to Editor

About DHL

DHL India offers customers comprehensive logistics solutions through their four business units: DHL Express, DHL Global Forwarding, DHL Exel Supply Chain and Blue Dart. With a majority stake in Blue Dart, DHL has an unmatched domestic network across 21,429 locations pan India. Through the four business units, customers have access to tailor-made end to end solutions in express, air and ocean freight, supply chain solutions and customs clearance. With world class service centres, biggest retail presence, investment in gateways and warehouses, DHL services more than 50,000 customers across India.

For further information, please visit our website at www.dhl.co.in

About Blue Dart:

Blue Dart, South Asia's premier number one express air and integrated transportation, distribution and Logistics Company, offers secure and reliable delivery of consignments to over 21,429 locations in India.

As part of the DHL Group (DHL Express, DHL Global Forwarding & DHL Exel Supply Chain), Blue Dart accesses the largest and most comprehensive express and logistics network worldwide, covering over 220 countries and offers an entire spectrum of distribution services including air express, freight forwarding supply chain solutions and customs clearance.

Blue Dart was selected a Business Superbrand for the fourth time consecutively from over 1,699 brands and received the Readers Digest's Most Trusted Brand Gold Award, three years in a row. It has been listed twice in the Dun & Bradstreet top 500 companies in India. Blue Dart has been awarded with the Asia Brand Congress Brand Leadership Award 2008. It has also been listed as one of the Forbes 'Best under Billion' companies.

The Blue Dart team drives market leadership through its motivated people force, dedicated air capacity, cutting-edge technology, innovation, and value-added services to deliver unmatched standards of service quality to its customers. For further information, please visit our website at www.bluedart.com

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