

BLUE DART



TULSI MIRCHANDANEY
SR VICE PRESIDENT, MARKETING & PROJECTS
BLUE DART EXPRESS LIMITED

Tulsi is responsible for marketing, corporate communications, freight services, product innovation, business development projects and the air network and load planning at Blue Dart. She leads the marketing research and in-house creative team, and has been instrumental in PR and brand development activities in the company. She developed the industry segment module used in-house for marketing research. She has also recently been appointed the Senior Advisor in Blue Dart for the roll out of the DMAIC (Six Sigma) process within the organisation.

Tulsi joined Blue Dart in 1995 to create and market the air cargo products for the launch of India's first express airline, establishing agreements with key accounts and international airlines, initiating charter services and setting up the accounting, sales and operations systems for these services.

Tulsi has an MBA degree in International Aviation from Concordia University, Montreal, and has presented 2 research papers on Aviation.