

BD-10RP/8/2025-BDMD-DOP
Government of India
Ministry of Communications
Department of Posts
Parcel and CCS Directorate

Dak Bhawan, New Delhi
Date: 30/01/2026

To

All CPMsG
Postal Circles

Subject: Implementation of Incentive Structure for Mutual Fund Distribution under DoP ARN 36190

Sir/Madam,

I am directed to convey that the Department of Posts has approved the introduction of a performance-linked Incentive Structure for Mutual Fund (MF) distribution activities undertaken under DoP's ARN Code 36190, in collaboration with AMFI/BSE and empaneled Asset Management Companies (AMCs).

2. As per the approved framework, DoP receives commission (including first-year and trail commission) from AMCs on Mutual Fund transactions executed through EUIN-holding officials. In order to promote active participation and strengthen MF distribution across Post Offices, it has been decided by competent authority that:

“40% of the commission actually realized by the Department of Posts from the AMCs, in respect of each MF transaction/scheme, shall be disbursed as incentive to the concerned EUIN-holding official responsible for the transaction.”

3. The salient features of the incentive mechanism are as under:

a) The incentive is purely performance-linked and transaction-based, and shall be payable only after actual realization of commission from the AMC.

b) It shall apply to both first-year commission and perpetual trail commission.

c) The incentive does not constitute pay, allowance, or any fixed entitlement. It is variable and directly linked to business generated and serviced.

d) The mechanism involves no budgetary allocation, no upfront liability, and no fixed cost, as payments arise solely from realized commission.

e) Applicable GST and statutory provisions shall be complied with as per extant rules.

4. The details Accounting and Disbursement will be communicated after finalization of SAP.

5. Circles shall ensure proper record-keeping of transactions mapped to individual EUN holders to enable accurate calculation of incentives.

6. Operational Instructions:

a) Only officials holding valid EUN and NISM certification shall undertake MF distribution activities.

b) Circles shall ensure that all eligible EUN holders participate in product trainings conducted by AMCs/AMFI/BSE as scheduled.

7. Circles are requested to disseminate these instructions to all concerned Divisions and Post Offices engaged in MF activities and ensure smooth implementation of the incentive framework. Any operational issues may be referred to the Directorate (CCS Division).

This incentive structure will be subject to review after an initial period, based on business volume, AUM growth, staff participation, and overall revenue performance.

This issues with the approval of competent authority.

Rekha
30/1/26
Rekha Sethi
Assistant Director (CCS)