

Office Memorandum**Subject: Introduction of "New Franchisee Scheme 2.0"**

Keeping in view the market requirement and to expand booking and delivery solutions that cater to the evolving needs of customers, the existing "Revamped Franchisee Scheme" has been reviewed and after thorough deliberation with Circles, MPOP Consultant and other stakeholders, a "New Franchisee Scheme 2.0" with revised operational processes and leveraging the new technological platform of APT 2.0, is being introduced which will come into effect from 01.01.2026.

2. The "New Franchisee Scheme 2.0" will have following prominent changes to attract more business: -

| Particulars | Existing Scheme | New Franchisee Scheme 2.0 |
|--------------------------------------|---|---|
| Product/Services on offer | Only booking of domestic Speed Post & Registered Letter. Booking of CoD Articles not covered. | All types of articles booking allowed including international mail. Booking of COD Articles and Delivery of Parcels are also covered. |
| Models of Franchisee | Only single model with booking of articles/ money order etc. | Multiple Models i.e. Pick-up, booking and delivery of parcels including CoD are proposed for the convenience of the Franchisee. |
| Technology updation | Booking is done on Meghdoot Standalone Software. | Mobile App/ Desktop Self Service Portal developed under APT 2.0. |
| Collection of postage amount | through Cash at the Post Office Counter | Wallet facility / Direct Banking Channel integration |
| Commission Generation/Payment | Manual Commission generation | System generated invoicing and upfront commission on daily basis |
| Grievance Mechanism | Not in place exclusively | Exclusive functionality in the self-service portal |

3. The detailed guidelines comprising eligibility, criteria for selection etc. and Standard Operating Procedure (SOP) of the 'Franchisee' under "New Franchisee Scheme 2.0" are attached.

4. Circles shall circulate the OM along with Standard Operating Procedure (SOP) of the 'Franchisee' under "New Franchisee Scheme 2.0" with annexures widely amongst all the Divisions to ensure completion of pre-launch activities by 31.12.2025.

5. Special campaign may be done to make it reach to the Bottom level so that

new customers for franchisee may be added to achieve the revenue target.

This issues with the approval of the competent authority.

Encl: As above.


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DDG (Mail Operations)

To

All Heads of Circles

Copy for information to:

1. Sr.PPS to Secretary (Posts)
2. Sr./PPS to DG (Postal Services)
3. All Members of Postal Services Board
4. AS&FA, DoP
5. CGM Parcel & CSS Dte / PLI Dte
6. Sr. DDG (Vigilance)/Sr. DDG (PAF)
7. Director, RAKNPA, Ghaziabad
8. All DDGs in the Postal Directorate
9. All General Managers in Parcel & CSS Dte /PLI Dte/CEPT
10. Directors, All Postal Training Centers
11. General Manager, CEPT Mysuru for publishing on the Department's website
12. Guard File
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