

**F. No. BD-31M/3/2024-BDMD-DOP
Government of India
Ministry of Communications
Department of Posts
Business Development Directorate**

**Dak Bhawan, Sansad Marg
New Delhi-110001
Date: 20.01.2025**

Subject: Administrative orders in respect of certain regulations of the Post Office Regulations, 2024-reg.

The Post Office Act, 2023 (Act), an Act to consolidate and amend the law relating to Post Office in India, came into force w.e.f. 18.06.2024, thereby repealing the erstwhile IPO Act, 1898. The subordinate legislations under the new Act i.e. the Post Office Rules, 2024 & the Post Office Regulations, 2024 will come into force with immediate effect. These sets of subordinate legislations, after implementation, will replace the existing IPO Rules, 1933.

The PO Regulations, 2024 have references which enable issuance of administrative orders for implementation of these Regulations. The administrative orders referred in the regulations related to Business Development Directorate, are as under. These instructions will come into force with immediate effect.

(A) Direct Post: Regulation 101(4) of the Post Office Regulation 2024 provides for Direct Post Services:

(1) Introduction: This order establishes Direct Post service, which allows for advertisement and direct marketing through unaddressed postal articles in India. This service includes various forms of printed communication that comply with the Indian Post Office Act.

(2) Scope of the Order: This order applies to all individuals and organizations wishing to utilize Direct Post services for sending unaddressed advertisements and promotional materials across India.

(3) Objectives:

- (a) To facilitate efficient distribution of promotional materials to targeted areas.
- (b) To provide a cost-effective means for businesses and organizations to reach a large audience.

(4) Overview of Direct Post Services:

- (a) **Definition:** Direct Post comprises unaddressed postal articles such as letters, cards, brochures, pamphlets, samples, promotional items (e.g., CDs, cassettes), coupons, posters, mailers, and any other form of printed communication that is not prohibited.
- (b) **Acceptance:** Direct Post Articles are accepted in bulk at designated Post Offices and must not be posted in letter boxes.
- (c) **Delivery Instructions:** The sender can specify the areas and the number of articles for each area for delivery.

(d) **Delivery Confirmation:** The sender will be informed that the articles have been delivered according to their instructions.

(5) Conditions for Availing Direct Post Services:

(a) **Designated Post Offices:** The Head of Circle/Region will determine which Post Offices will offer Direct Post services.

(b) **Minimum Quantity:** A minimum of 1,000 articles must be posted by a customer to avail of Direct Post services.

(c) **Format Restrictions:** Articles should not exceed the dimensions of A3 size paper and must be accepted in PIN code-wise bundles contained in secure station-wise packets.

(d) **Targeted Delivery:** While customers can specify delivery areas, no commitment will be made for delivery to specific addresses or individuals.

(e) **Bulk Acceptance:** For articles intended for delivery in other towns, the designated Office will accept the articles in PIN code-wise bundles and send them to the appropriate destination offices with the customer's instructions.

(6) Registration for Direct Post Services:

(a) **Application Submission:** Customers must complete and submit Part I of Annexure 'A' in duplicate at designated Offices to avail of Direct Post services.

(b) **Charges Calculation:** Postal Staff will calculate the charges based on the submitted information and complete Part II of Annexure 'A'.

(c) **Acknowledgment:** A copy of Annexure 'A' will be returned to the customer after completion.

(d) **Payment Requirements:** Customers must remit the full payment of the proposal amount, including GST and any applicable taxes, in advance.

(e) **Payment Methods:** Payments may be made via cash, cheque, draft, NEFT, RTGS, or online methods.

(f) **Invoice Issuance:** Upon receipt of payment, an invoice will be provided to the customer, signed by the Head of the Office.

(7) Delivery of Direct Post Articles

(a) **Unaccountable Delivery:** Articles under Direct Post will be delivered as unaccountable articles, meaning there will be no tracking or accountability for individual deliveries.

(b) **Delivery Report:** A delivery report will be provided to the customer upon completion of the delivery process.

(8) Conclusion: This order is issued with the approval of the Competent Authority to facilitate effective Direct Post services for advertisement and direct marketing purposes.

(B) Media Post: Regulation 102(2) of the Post Office Regulations 2024 under The Post Office Act 2023 provides for Media Post Services:

(1) Introduction: This order establishes Media Post service as an advertising mechanism designed to assist Central and State Governments, as well as corporate

clients, in promoting their products and services. Advertisements will be displayed in designated areas of postal premises and on postal stationery.

(2) Scope of the Order: This order applies to all Government Organizations, Corporations, and Customers seeking to utilize Media Post services.

(3) Objectives:

(a) To enhance the visibility of government and corporate products and services through postal channels.

(b) To utilize postal infrastructure for effective advertising.

(4) Overview of Media Post Services: Media Post offers a diverse range of advertising media, including:

(a) **Postal Stationery:** Post Cards, Envelopes, Inland Letter Cards, MPCM Receipts, Savings Bank Passbooks, etc.

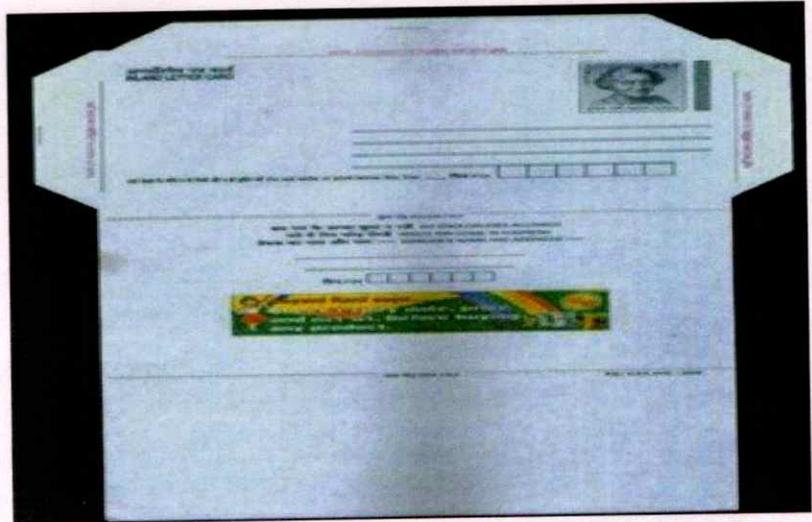
(i) Picture of Post Card:



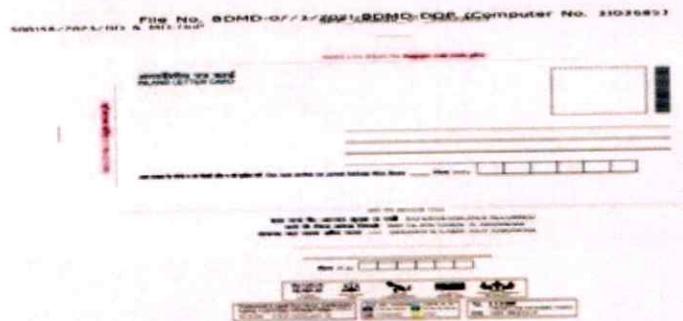
(ii) Savings Bank Passbooks:



(iii) Picture of Inland Letter Card:



(iv) Picture of Letter



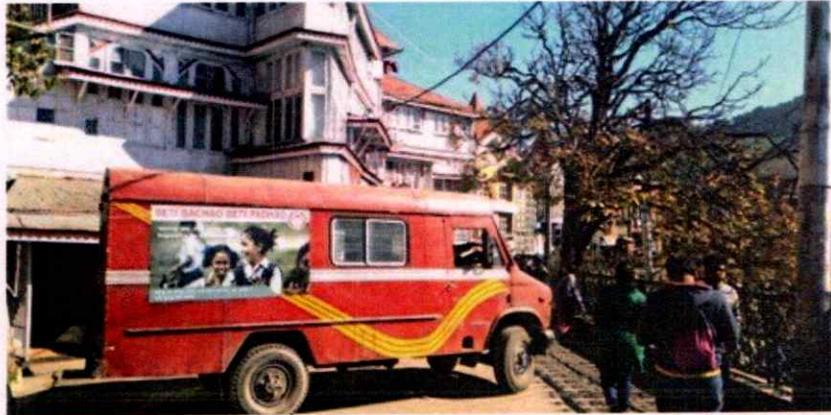
(b) Letter Boxes:

(i) Picture of Letter Box:



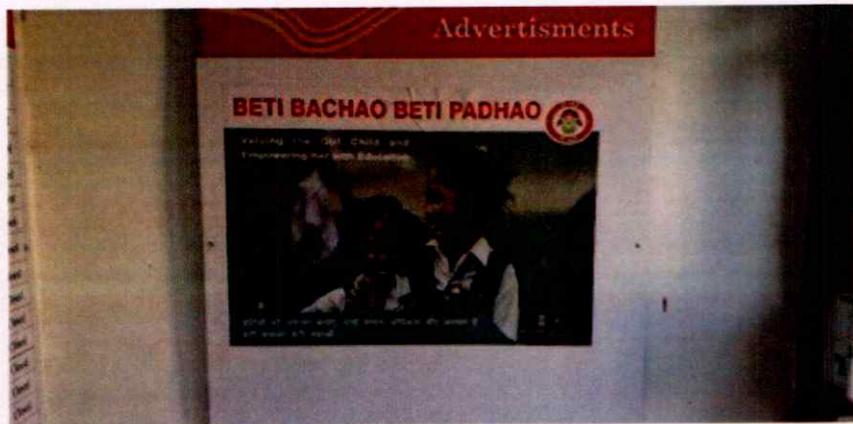
(c) **MMS Vans:**

(i) Picture of MMS Van:



(d) **Display of Posters:** Posters, Banners, Standees, Hoardings, etc., positioned inside and outside Post Office premises.

(i) Picture of Banner/Flex:



(ii) Picture of Standee:



- (e) **Digital Advertising:** LED Displays, LED Scrolling Displays, Social Media Channels, Glow Sign Boards, etc.

(i) Picture of LED display:



(5) Registration for Services:

(a) **Submission of Proposal:** Government Organizations, Corporations, and Customers must submit a formal proposal to the designated office of the Division, Region, Circle, or Business Development Directorate to access advertising services.

(b) **Proposal Requirements:** Proposals must include details such as the duration of the advertisement, selected advertising medium(s), and specific locations or the number of Post Offices for display.

(c) **Approval Process:** Upon approval, the Department will provide a Media Plan along with the associated financial implications.

(d) **Formal Agreement:** If necessary, a formal agreement must be entered into with the Department.

(6) Quantity Requirements: The minimum quantity required for placing orders under Media Post is as follows:

Medium	Minimum Quantity
Post Card	5 Lakh
Envelopes	10 Lakh
Inland Letter Card	10 Lakh
Saving Bank Passbooks	1 Lakh
Posters/Banners/Flex boards	10,000
Letter Boxes	100 in any area/town
MPCM Receipts	50 Lakh
Hoardings	Not required
MMS	Not required

(7) **Advertisement Space Availability:** The following spaces are available for advertisements:

Medium	Space Available
Post Card	9 x 6.5 cm (half of address side)
Envelopes	9 x 2.5 cm (behind the envelope)
Saving Bank Passbooks	Back cover of the Passbook
Inland Letter Card	9. x 2.5 cm

(8) **Work Order:** Government Organizations/Corporations/Customers shall issue a work order in favor of the Department of Posts.

Note: For any reasons beyond its control, the Department reserves the right to restrict, curtail, or suspend advertisements.

(9) **Advertisement Material:**

(a) **Delivery Responsibility:** The advertiser is responsible for delivering all advertising materials to the identified Post Offices at their own expense.

(b) **Printing Responsibility:** The printing on Postal Stationery will be conducted by the Department through its Security Printing Press at Hyderabad.

(c) **Creative Content:** Customers must provide creative content for digital advertisements.

(10) **Compliance Guidelines:** All advertisements must adhere to the following stipulations:

(a) **Legal Compliance:** Advertisements must comply with all relevant laws and rules.

(b) **Competition:** Advertisements must not promote competing businesses.

(c) **Prohibited Content:** Advertisements must not promote political or religious views, liquor, tobacco or any harmful substances.

(d) **Offensive Content:** Advertisements must not depict obscenity or anti-national sentiments.

(e) **Aesthetic Integrity:** Advertisements must be aesthetically pleasing and must not obstruct public spaces.

(f) **Non-Obstruction:** Advertisements must not obstruct postal signage or existing facilities.

(11) **Payment Terms:**

(a) **Payment Method:** Customers must remit full payment, inclusive of GST and applicable taxes, in advance.

(b) **Payment Options:** Payments may be made via cash, cheque, draft, NEFT, RTGS, or online methods.

(c) **Invoice Issuance:** An invoice will be provided upon receipt of payment, duly signed by the Head of the Office.

(12) Miscellaneous Provisions:

- (a) **Termination Rights:** The Department reserves the right to terminate any media plan proposal without notice if deemed offensive, illegal or in violation of any guidelines mentioned Para (10).
- (b) **Legal Action:** Firms engaged in unlawful activities may face appropriate legal action.
- (c) **No Refunds:** Once a media plan is approved, no refunds will be granted.
- (d) **Schedule Verification:** Customers may verify the schedule for displaying advertisements at designated times.
- (e) **Modifications:** The Department reserves the right to modify guidelines as necessary.
- (f) **Proof of Compliance:** Customers must provide proof of advertisement compliance before execution.

(13) Agency Registration:

- (a) **Registration Requirement:** Advertising agencies and individuals must register as authorized agents with the office of the Chief Postmaster General/Postmaster General for commercial publicity work.
- (b) **Commission Structure:** Accredited agencies are eligible for a 15% commission, non-accredited agencies for 10%, and individuals for 5% on the media plan value.
- (c) **Cash Payment Requirement:** Agencies must ensure cash is received in advance for all orders; no credit will be allowed.

(14) Conclusion: This order is issued with the approval of the Competent Authority to facilitate effective advertising through the Media Post service.

(C) e-Post: Regulation 103 (4) of the Post Office Regulations 2024 provides for ePost service:

- (1) Introduction:** Through India Post, sender may submit typed or handwritten messages, soft copies, or pictures at the e-Post centre which delivers it to the receiver's address on payment basis.
- (2) Scope of order:** This order applies to all organizations and clients wishing to utilize e-Post services for sending messages in multiple languages, picture, soft copies etc.
- (3) Objectives:** e-Post services are to modernize and streamline communication by offering a digital, flexible, and cost-effective alternative to traditional postal services. It aims to provide individuals and businesses with easy access to electronic messaging through both prepaid and corporate options, supporting multiple languages and efficient bulk messaging.
- (4) Overview of service:** e-Post services accept single to single, single to multiple, multiple to single, multiple to multiple messaging platform through electronically with secure and swift system.

(a) **Many-to-One Messaging** allows multiple senders to send the same e-Post message to a single recipient's email box.

(b) **One-to-Many Messaging** allows a single sender to send the same e Post message to multiple recipients' email inboxes at once.

(c) A receipt will be issued with the following details:

Receipt No.:
ePost Centre:
Date:
Sender Name:
Addressee:
Message No.:
No. of Pages:
No. of Copy:
Total Cost:

(5) Registration of e-Post services:

(a) Prepaid user(steps to be followed):

- i. Visit to e-Post website via <https://epost-indiapost.gov.in>.
- ii. Register online by filing in the required information on the registration form.
- iii. Upon successful registration, a unique Customer ID will be generated.
- iv. Users are provided with an e-Post Wallet for making prepaid payments and it can be recharged using various payment methods as follows:
 - a. Online mode:
 - Credit/Debit cards
 - UPI
 - Digital wallets
 - Net banking
 - b. Offline mode:
 - Visiting designated e-Post centres
- v. Credentials of user id (Customer ID, Passwords, Account information etc) will be shared on registered email.

(b) **Corporate User:**

- i. The e-Post Corporate service is available for Government Departments, PSUs, SMEs, Private companies, educational institutions etc.
- ii. Corporate users must apply in the prescribed format (Annexure 'B') to the Circle/Regional Office.
- iii. A security deposit equivalent to three months of business is required, to be submitted in the form of a Bank Guarantee. The guarantee must be from a Nationalized or Scheduled Bank. For government entities or PSUs, the Bank Guarantee may be waived if an undertaking is submitted (see Annexure 'C').
- iv. Corporate users must enter into an agreement with the Post Office to utilize the e-Post service.
- v. After the successful application, User ID and Password will be issued, and account details will be sent to the email address provided.
- vi. Corporate customers can design up to 99 message templates, including images and logos, for e-Post usage.
- vii. The e-Post Corporate service allows messages to be sent in bulk and the Same message can be sent to up to 9,999 recipients in one go via a CSV file.
- viii. **Billing and Payment:** A monthly bill will be generated and sent to the registered email address by the end of the month or the first week of the next month. Payments must be made on or before the last business day of the following month. If payment is delayed, a penalty of 12% per annum on the outstanding amount will be charged, subject to a minimum of Rs. 100/-.
- ix. **Suspension of Service for Non-Payment:** If payment is not received for two consecutive months, the e-Post service will be suspended for the corporate customer, and the outstanding dues will be recovered from the Bank Guarantee.

(6) GST/Service charges/applicable taxes: The Department of Posts will credit GST amount so collected to the relevant GST authorities.

(7) Multiple Language Support: Customers can send e-Post messages in **multiple languages** (11 languages available: Hindi, Tamil, Malayalam, Odia, English, Assamese, Gujarati, Konkani, Sanskrit, Marathi, Manipuri).

(8) Automatic Deduction of Charges: Charges for e-Post services are **automatically deducted** from the customer's wallet as messages are sent. A pop-up will display the current balance in the e-Post wallet.

(9) Recharge Validity: The recharge amounts are valid for one year from the last recharge date. If unused, the wallet must be recharged again before the expiry date to maintain validity. If not recharged in a year, the wallet amount will be reset to **zero**.

(10) Delivery: e-Post messages received from sender deliver as follows:

(a) Message Downloading and Printing: Once the e-Post message reaches the destination e-Post centre, it will be downloaded from the digital platform. After downloading, the message will be printed at the destination centre.

(b) **Designated Delivery Staff:** The printed e-Post message will be delivered by the designated delivery staff at the destination. This staff is responsible for handling and ensuring the safe delivery of the printed message to the addressee.

(c) **Unaccountable Letter Items:** The e-Post messages are delivered as hard copy unaccountable letter items. This means the messages are delivered without a formal tracking mechanism or any accountability system tied to their delivery status (unlike registered post or tracked letters).

(11) Access to e-Post Service Management Information System (MIS) for reports:

(a) Information regarding the number of e-Post messages sent and their printed status can be accessed through the e-Post service MIS.

(b) MIS is a system designed to help track, monitor, and report the usage and status of e-Post services, offering insights into the volume and success of message deliveries.

(c) **Printed Status Tracking:** The MIS can also provide updates on the printing status of each e-Post message. This will help users (especially corporate clients) monitor whether their messages have been successfully printed for delivery.

(D) e-Payment: Regulation 104(2) of the Post Office Regulations 2024, provides for e-Payment service:

(1) Introduction: This order establishes e-Payment service, allowing for the collection of bill amounts and other payments for third parties through post offices. This service provides a many-to-one solution for collecting payments on behalf of various organizations.

(2) Scope of the Order: This order applies to all organizations and clients wishing to utilize e-Payment services for bill collection, including but not limited to utility bills, examination fees, taxes, and school fees.

(3) Objectives:

(a) To facilitate efficient bill payment collection through post offices.

(b) To ensure a centralized and electronic method of transferring payments to billers.

(4) Overview of e-Payment Services: The e-Payment application will support the acceptance of bills from multiple service providers, including:

(a) Electricity

(b) Telephone

(c) Mobile phone

(d) Water supply

(e) Tax payments

(f) School and examination fees

(g) Loans

(h) Any other biller not covered above

(5) Registration for e-Payment Services:

(a) **Agreement Requirement:** Applicants must enter into an agreement with the Post Office to avail the e-Payment facility.

(b) **Application Process:** Applicants must submit the prescribed application (Annexure 'D') stating the nature of their business and provide full particulars of their business address to the Divisional, Regional, or Circle Office.

(c) **Biller ID Creation:** A Biller ID will be created upon necessary approval.

(d) **Credentials Provision:** A Biller user ID and password will be provided to the applicant.

(6) Bill Collections:

(a) **Payment Methods:** Customers can hand over the amount either in cash or via an account payee cheque/draft or provide their IPPB account number at the Post Office.

(b) **Biller Identification:** Customers must provide either the Biller ID or the name of the biller.

(c) **Receipt Issuance:** A receipt will be provided to the customer upon payment.

(7) Modes of Receipt of Bill:

(a) **Accepted Payment Forms:** Bills can be paid in the following ways:

- i. Cash
- ii. Crossed account payee cheque/draft in the name of the postmaster
- iii. Through IPPB

(b) **Part Payments:** Partial payments via cash, cheque, demand draft, and through IPPB for a single transaction are permitted.

(8) GST/Service Charges/Other Applicable Taxes:

(a) **Client Responsibilities:** The Organization/Client is responsible for crediting the amount of GST and any applicable taxes to the relevant authorities per prevailing tax laws.

(b) **Department Responsibilities:** The Department of Posts will credit GST and any other applicable taxes on the commission/service charges collected to the relevant authorities.

(9) Payment to the Biller:

(a) **Transfer of Funds:** The designated/authorized Nodal Office will transfer the net amount to each biller after deducting applicable service charges, GST, and any other taxes as specified in the Agreement. The transfer will occur on the agreed-upon date.

(b) **Payment Method:** Payments will be made via an account payee crossed cheque or NEFT to each biller, accompanied by:

- i. The total amount collected
- ii. Service charges and GST/other taxes deducted
- iii. The net amount due to the biller

(c) **Payment Frequency:** The frequency of payments will be determined as per the terms outlined in the Agreement with each respective biller.

(d) **Collection of Payment:** Biller shall make necessary arrangements to collect the cheque from the designated nodal office.

(10) Conclusion: This order is issued with the approval of the Competent Authority to facilitate effective e-Payment services for bill collection and payment processing.

(E) Retail Post: Regulation 105(2) and 105(6) of the Post Office Regulations 2024 provides for Retail Post Services:

(1) Introduction: The Retail Post service, as defined under the Post Office Regulations 2024, facilitates the sale of various third-party and departmental products through Post Offices across India. This service aims to enhance the range of services offered by the Department of Posts while providing a reliable and efficient platform for customers to access essential goods and services.

(2) Scope of Order: This order applies to all organizations and clients wishing to sell products through the Retail Post service. It encompasses the registration process, inventory management, financial transactions, and compliance with the regulatory framework. The order covers a wide array of products, including third-party items such as stationery, gold coins, and travel-related services, as well as departmental products like Gangajal etc.

(3) Objectives: The primary objectives of the Retail Post service are:

- (a) To provide a convenient platform for the sale of various products and services through Post Offices.
- (b) To enhance customer accessibility to a range of third-party and departmental offerings.
- (c) To establish a structured process for the registration and operation of clients within the Retail Post framework.
- (d) To ensure compliance with applicable taxes and service charges, promoting transparency and accountability.
- (e) To facilitate efficient financial transactions between the Department and participating organizations/clients.

(4) Products/Items Offered: The following products/items can be sold through Post Offices under the Retail Post service:

(a) Third Party Products:

- i. Sale of stationery
- ii. Sale of packaging material
- iii. Greeting cards of other organizations
- iv. Sale of gold coins
- v. Sale of Sovereign Gold Bonds
- vi. Sale and distribution of souvenirs
- vii. Sale and distribution of books
- viii. Sale and distribution of prasadam (Holy Blessing)
- ix. RBI coins service
- x. Sale of revenue/judicial/non-judicial stamps
- xi. Sale of application forms
- xii. Sale of UPSC/SSC/RRB application forms
- xiii. Sale of university application forms

- xiv. Sale of travel-related services
- xv. Railway reservation service (PRS)
- xvi. Sale of event tickets
- xvii. Address verification services
- xviii. Drop Box services
- xix. Subscription services
- xx. Telecom services
- xxi. Income tax services
- xxii. Distribution of loans
- xxiii. Other agency services
- xxiv. Any other third-party product or service not covered above

(b) Departmental Products:

- i. Sale of Gangajal

(5) Registration Process:

- (a) The organization/client shall submit a detailed proposal for detailing the nature of their business.
- (b) Full particulars of the business address must be provided to the Divisional Office, Regional Office, or Circle Office.
- (c) The organization/client shall enter into an agreement with the Department for availing the Retail Post facility.
- (d) The client must notify the details of Post Offices from which the products/items are to be sold.

(6) Inventory:

- (a) The organization/client must maintain sufficient stock of the products/items to be sold through Post Offices.
- (b) The organization/client must bear the transportation charges to the identified Post Offices.
- (c) The Department shall not make any advance payment for maintaining inventory.
- (d) The organization/client must replace damaged products/items at their own cost.
- (e) The organization/client must replace expired items at their own cost.

(7) Period of Agreement:

- (a) The organization/client must sign an agreement initially for a minimum of three years.
- (b) The agreement may be extended based on mutual understanding between the organization/client and the Department.

(8) Commission/Service Charges:

- (a) The rate of commission for the Department shall be fixed after mutual understanding between the organization/client.
- (b) The organization/client must bear the GST on the commission /service charges of the Department.

(9) GST/Service Charges/Other Applicable Taxes:

- (a) The organization/client must credit the amount of GST/other applicable taxes on the sale of products/items to the GST authorities.
- (b) The Department will credit the amount of GST/other applicable taxes on the commission/service charges collected from the organization/client to the GST authorities.

(10) Payment to the Organization/Client:

- (a) The designated/authorized Nodal Office will transfer the net amount to each organization/client after deducting applicable commission/service charges, GST, and other taxes, as agreed upon in the contract.
- (b) Payments will be made via account payee crossed cheque or NEFT, accompanied by a statement detailing the total amount collected, less deductions.
- (c) The frequency of payments (daily, weekly, monthly, etc.) will be determined as per the agreement with the respective biller.
- (d) The organization/client is responsible for arranging the collection of cheques from the designated Nodal Post Office.

(F) Magazine Post: Regulation 106(3) of the Post Office Regulations 2024 under The Post Office Act 2023 provides for Magazine Post Services:

(1) Introduction: The Department of Posts launched Magazine Post service on April 1, 2022, to facilitate booking and delivery of magazines across India. This service includes features such as track and trace facilities, SMS alerts for both senders and addressees, and scanning facilities for publishers and customers. The booking facility for this service is available at identified locations in each Circle, with PAN India delivery.

(2) Scope of Order: This order applies to all magazines intended for distribution through the Magazine Post service, encompassing publishers, managers, and proprietors who wish to utilize this postal service for their publications. It outlines the operational framework, eligibility criteria, registration processes, payment methods, and compliance requirements necessary to ensure efficient service delivery and accountability within the Magazine Post system.

(3) Objectives: The primary objectives of the Magazine Post service are:

- (a) To provide an efficient and reliable postal service for delivery of magazines across India.
- (b) To streamline the registration and booking process for publishers, ensuring compliance with the regulatory framework.
- (c) To enhance communication and tracking capabilities for senders and recipients through SMS alerts and tracking services.
- (d) To foster a transparent and accountable delivery system that meets the needs of the publishing community and subscribers.

(4) Definition: A publication may be transmitted by post as "Magazine Post" if it meets the following criteria:

- (a) It is covered under the definition of periodicals.
- (b) It is brought out, printed, or published in India only.
- (c) It is registered with the Press Registrar of General of India under the Press and Registration of Periodicals Act, 2023 and possesses the certificate of registration

issued by the Press Registrar.

(d) It adheres to the provisions of the Press and Registration of Periodicals Act, 2023.

(e) It has a bona-fide list of at least 500 subscribers.

(f) It is posted with a minimum of 500 copies at a time.

(5) Features:

(a) SMS notifications regarding the booking and delivery of magazines will be sent to both the sender and the addressee.

(b) A track and trace facility will be available for monitoring the status of the magazines.

(6) Registration:

(a) The Proprietor, Manager, or Publisher must submit an application in the prescribed format (Annexure 'E') along with the following documents to the office of the Divisional Head (Postal/Railway Mail Service) from where the magazine will be posted:

- i. Two copies of the latest issue of the magazine.
- ii. A certificate from the District Presidency or Sub-Divisional Magistrate confirming compliance with the declaration requirements of the Press and Registration of Books Act, 1867.

(b) Upon approval, a registration number and customer ID will be provided to the applicant.

(c) The initial registration will remain in force until December 31 of the third calendar year following the year it was registered.

(d) **Renewal:** Applications for renewal must be submitted at least one month before the expiration date. Each renewal will remain valid for three calendar years. No fee is required for renewal; however, a late fee of Rs. 5 will apply for applications received after the last working day of the month preceding the expiration.

Note 1: If the registration is not duly renewed or is cancelled, it will not be accepted for transmission through Magazine Post.

Note 2: Late renewal applications will be treated as new applications.

(7) Booking:

(a) Magazines must be booked from Press Sorting Offices (PSO) or L-1 and L-2 unregistered offices.

(b) Magazines can be booked from any location with a single postal registration number. A list of available booking locations is attached as Annexure 'G'.

(c) The magazine must display both the registration number issued by the RNI and the registration number assigned by the Department of Posts.

(d) A special series of barcodes starting with the prefix 'MP' will be provided to publishers. This barcode must be printed on the magazine envelope alongside the words "Magazine Post."

(e) The magazine label must include the following mandatory fields:

- i. Customer ID
- ii. BNPL ID

- iii. Magazine Post Barcode
- iv. Customer Name
- v. Customer Address
- vi. Customer Mobile Number

(f) Only one magazine is permitted per envelope; supplements must be posted separately.

(g) Magazines must be presented in pin code-wise pre-addressed and pre-sorted packets with pre-printed barcodes.

(h) An excel sheet containing subscriber details must be provided with each booking.

Note: Mobile numbers are mandatory for all subscribers. Landline numbers will not be accepted. Specific guidelines apply for magazines delivered in certain areas.

(8) Payment Method:

(a) The Proprietor, Manager, or Publisher can choose between the following payment options at the time of registration:

- i. **Advance Payment**
- ii. **Credit Facility**

Note: No volume discounts under the BNPL scheme or rebates under the advance payment scheme are applicable for Magazine Post.

(a) Advance Payment:

- i. Customers opting for advance payment must enter into an agreement with the Department as per Annexure 'F'.
- ii. A minimum deposit of Rs. 1,000 is required for a single booking location and Rs. 10,000 for multiple locations.
- iii. Payments can be made through cheque, draft, cash, or online transfers (NEFT, RTGS, IMPS). Cheque payments will be credited after clearance, and online transfers will be credited upon bank confirmation. Cash will be deposited in the designated Post Office on the same day.
- iv. Booking is limited to the available advance amount in the customer's account.
- v. Approval for advance deposit customers will be granted by the designated authority.

(b) Credit Facility:

- i. Customers opting for credit facility must enter into an agreement as per Annexure 'H'.
- ii. A Book Now Pay Later (BNPL) user ID will be provided to post magazines from identified locations.
- iii. A security deposit equivalent to two billing cycles in the form of a bank guarantee must be presented. The guarantee must be issued by a nationalized or scheduled bank.

• **Billing:**

- i. Monthly billing will be conducted by the booking office.

- ii. Bills will be issued by the 7th day of the following month, and payment must be made by the last day of that month.
- iii. A penalty of 10% per annum will apply for late payments.
- iv. No bookings will be allowed for defaulting customers after one month from the due date until all dues are cleared.
- v. Non-payment after two months will lead to forfeiture of the security deposit.
- vi. Customers who default on the BNPL facility will lose their status and can only book under the advance payment facility thereafter.

(9) Delivery: Magazines under the Magazine Post service will be delivered to the address specified on the post as accountable items.

(10) Reports

(a) Customers can view their booked magazines via the Bulk Customer login on the India Post website (www.indiapost.gov.in). Available reports include:

- i. Item booked
- ii. Item delivered
- iii. Item returned/re-directed
- iv. Last event
- v. Non-delivered items

(b) The process for viewing reports requires registration as a corporate customer on the India Post website.

(G) Citizen Centric Services: Regulation 174 of the Post Office Regulations 2024 under The Post Office Act 2023 provides for Citizen Centric Services:

(1) Introduction: The Department of Posts facilitates various Citizen- Centric Services aimed at improving public access to essential government/corporate services and products through its extensive network of Post Offices. This initiative aims to enhance the ease of access for citizens and foster collaboration between government/corporate entities and the Department.

(2) Scope of Order: This order applies to all Ministries, Central and State Government Departments, Local Bodies, and Public/Private Entities seeking to deliver services or sell products through the Citizen-Centric Services of the Department of Posts. It encompasses the submission of proposals, inventory management, financial transactions, and compliance with regulatory requirements.

(3) Objectives: The primary objectives of the Citizen-Centric Services are:

- (a) To provide a platform for citizens to access essential government services conveniently through Post Offices.
- (b) To enhance collaboration between the Department of Posts and various government and private organizations.
- (c) To establish a clear process for the submission and approval of service/product proposals.
- (d) To ensure compliance with applicable taxes and service charges, promoting

transparency and accountability in transactions.

(e) To facilitate efficient financial settlements between the Department and participating organizations/clients.

(4) Citizen-Centric Services Offered: The following services are currently facilitated through the Department of Posts:

- (a) Aadhaar Enrolment and Updation
- (b) Processing of Passport Applications and Police Clearance Certificates
- (c) Physical Verification of Prime Minister Employment Generation Program (PMEGP) Units
- (d) Door-to-Door verification/collection of KYC forms of Mutual Fund Investors
- (e) Any other citizen-centric services that may be considered for introduction in the future

(5) Submission of Proposal:

- (a) The Ministry, Central or State Government Departments, Local Bodies, and Public/Private Entities (hereinafter referred to as the "Organization/Client") shall submit a detailed proposal to the Business Development Directorate at the Circle, Regional, or Divisional Office. The proposal must include information on the nature of the service/product.
- (b) The Organization/Client shall enter into a formal agreement with the Department outlining the terms and conditions of the services/products provided.
- (c) The Organization/Client shall provide details of the Post Offices from which the services, products, or items will be delivered or sold.

(6) Period of Agreement:

- (a) The Organization/Client shall sign an agreement for a minimum term of three years.
- (b) The period of the agreement may be extended by mutual consent between the Organization/Client and the Department.

(7) Commission/Service Charges:

- (a) The rate of commission/service charges for the Department shall be fixed after mutual understanding between the Organization/Client and the Department.
- (b) The Organization/Client shall bear the GST on the commission/service charges of the Department.
- (c) The commission/service charges shall be subject to periodic review as specified in the agreement.

(8) GST/Service Charges/Other Applicable Taxes:

- (a) The Organization/Client shall be responsible for remitting the applicable GST and other taxes on the Citizen-Centric Services delivered through the Department of Posts or on the sale of products/items to the relevant GST authorities.
- (b) The Department shall remit the applicable GST and other taxes on the commission/service charges collected from the Organization/Client to the relevant GST authorities.

(9) Payment Settlement:

- (a) Payment to the Department (In case of delivery of Services):**

- i. The frequency of payments (e.g., weekly, bi-monthly, monthly) shall be specified in the agreement between the Department and the respective Organization/Client.
- ii. In case of delayed payment, the Organization/Client shall be liable to pay a penalty of 12% per annum on the outstanding amount.

(b) Payment to the Organization/Client (In case of Products/Items):

- i. No advance payment shall be made by the Department of Posts.
- ii. The designated/authorized Nodal Office will transfer the net amount to each Organization/Client after deducting applicable commission/service charges, GST, and other taxes, as agreed upon in the contract.
- iii. Payments will be made via Account Payee Crossed Cheque or NEFT, accompanied by a statement detailing the total amount collected, less deductions.
- iv. The frequency of payments (daily, weekly, monthly, etc.) will be determined as per the agreement with the respective biller.
- v. The Organization/Client is responsible for arranging the collection of cheques from the designated Nodal Post Office,

Note: - In respect of all products and services of BD Directorate, wherever GST is payable by Department of Posts, all field units must ensure compliance with the provisions of the Goods and Services Tax (GST) Act, 2017, as amended from time to time.

This issues with the approval of Director General Postal Services.


(Manisha Bansal Badal)
General Manager (BD)

To,

All Heads of Circles/Regions

Copy to: -

1. Sr. PPS to Secretary (Posts)
2. Sr. PPS to Director General
3. Sr. PPS/PPS/PS to the Members of Postal Services Board
4. Addl. Director General, APS, New Delhi
5. CGM, BD/Parcel Directorate/ CGM CEPT
6. Sr. DDG (Vigilance) & CVO/ Sr. DDG (PAF)
7. DDG (PO) for information and further necessary action please.
8. Director, RAKNPA/ GM, CEPT/ Directors of all PTCs
9. All PAOs

ORDER FORM FOR DIRECT POST

Order no. _____

Date _____

PART I						
To be filled by the Customer						
1. Name and address of the customer						
2. Phone No./Fax						
3. email address						
4. Description of Order	Area (s) in which to be delivered	Quantity	Weight per article	Description of articles (attach samples if any)	Period in which to be delivered	Any other delivery instructions
5. Activities required, in addition to delivery of Direct Post	Printing Pasting	Pick-up	Insertion	Folding	(Other –specify)	
	Signed by Customer/his representative Date _____					
PART II						
To be filled by the Direct Post Centre (DPC)						
<u>Charges for</u>	<u>Quantity</u>	<u>Rate</u>	<u>Amount</u>			
Delivery						
Printing						
Pick up						
Folding						
Insertion						
Pasting						
Other						
Total						
Amount payable with order Rs..... (100 % advance)						
						Signature of Manager DPC Date _____

PART III

To be filled by the Customer

Cheque/Demand Draft No _____ dated _____ for Rs _____ issued from _____
payable to DG Posts is hereby attached.

Or

ACG-67 receipt No. _____ dated _____ for Rs. _____ issued by _____ Post Office is hereby
attached.

SIGNED BY CUSTOMER/HIS REPRESENTATIVE

Dated _____

Department of Posts
Form for e-Post Corporate Service

1	Name of Company / Department / PSU / SME / Govt. Organization	
2	Complete Address with Pin Code and contact no.	
3	Billing / Correspondence Address (If different from above)	
4	E-mail address	
5	Bill Payment Post Office with Pin Code	
6	Details of Bank Guarantee (Bank Guarantee effective date, Expiry date and period)/ Advance Payment (Amount paid and mode whether Cash, Cheque or Bank Draft)	

We hereby declare that information given above is true to best of our knowledge and we will abide by the prevailing Indian Post Office Act 2023 / rules framed there under & Tariffs as amended from time to time. we undertake the to settle our dues on or before the last business day of the following month, failing which we undertake to pay the penalty @ 12 % per annum on outstanding subject to a minimum of Rs 100/-. We understand that in case of nonpayment ***Department of Posts has right to forfeit the Bank Guarantee submitted by us or to recover the amount due under the provisions of section 12 of the Indian Post Office act 1898 whichever is applicable and to stop the service without prior notice.*** In the event of any dispute concerning the ePOST Corporate service between us and Department of Posts, the matter will be referred to the sole arbitrator, appointed by Law Secretary, Department of Legal affairs,

Ministry of Law & Justice, Government of India and shall be governed by the provisions of the Arbitration and Conciliation Act, 1996 and amended time to time.

Date: Place:	Signature: Name and Designation: On behalf of: (Name of Company / Department / PSU / SME / Govt. Organization as mentioned at Sl no 1 above)
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Accepted on _____ (date)

Signature of the officer

Name and Designation

PROFORMA OF UNDERTAKING TO BE PROVIDED BY GOVERNMENT ORGANIZATION/ NATIONALIZED/ SCHEDULED BANKS/ PUBLIC SECTOR UNITS

UNDERTAKING

I....., designation On behalf of (Name and address of the organization) hereby undertake to ensure payment of the monthly bill to be raised by the Department of Posts for the ePost to be booked by (Name of organization) under credit facility (BNPL Scheme) to the Department of Posts by the due date indicated in the bill.

Signature

Name.....

(Designated Stamp of the Officer)

Certificate that designation is competent to issue undertaking on behalf of (name of the organization)

Signature & Seal of the competent authority of the Organization

e-Payment

Biller Name					
Biller ID	(Will be generated by the System)				
Biller Address					
Biller E-mail					
Biller Description					
Payment Mode					
Biller Category					
Date creation					
Transaction Date (by default)	Date Format (dd/mm/yyyy)	Type	Width	Key fld	Print
	Post office Name (By default)	Alpha Numeric			
	Field 1				
	Field 2				
	Field 3				
	Pin Code (By default)	Numeric			
	Receipt Number (By default)	Numeric			
Amount Fields (Max. 5 permitted) Two can be printed on receipt	Name	Decimal			
	Amount	Yes			
Service Charges	(Based on agreement reached between DOP & Biller)				
Payment Office	Post office where Biller wishes to take payment with PIN Code				
Biller User Name					
Biller Password	Default will be provided (To be changed by biller)				

*PO name, PIN Code, Biller Name, Receipt No. and Transaction date & time are default fields and will be printed on the receipt.

Dated

Signature

Name

Designation.....

Stamp.....

Application for entering into an Agreement with Department of Posts for "Magazine Post"

To,
The Designated Authority

Sir/Madam,

I would like to register as contractual customers for Magazine Post service of Department of Posts: -

Name of Service	Magazine Post
Number of booking locations and name of nodal office for centralized billing and payment	
Mode of Payment	<input type="checkbox"/> Credit under BNPL scheme <input type="checkbox"/> Advance deposit
Name of firm	
RNI number*	
PAN/TIN/CIN/Aadhaar Card *	
Registered Office *	
Address where magazines are published	
Address of correspondence	
Contact detail	Name: - Complete address with PIN Code Ph. No. Mobile No. Email id
Approximate number of Magazines to be booked in each month and the amount of postage as per the published rates of Magazine Post	
Any other facility viz. pre-mailing etc. required (Please specify) #	
Date	Place
Authorised Signatory	

- Please provide supporting documents
- # Subject to provision for same.\

Note:- The KYC documents may be collected from customers requiring bulk booking facility for Magazine Post.

For Office Use

(a) The application is hereby approved for entering into an agreement for providing Credit/Advance facility/payment at the time of booking (Please tick appropriate option)

(b) The application is hereby rejected due to following reasons (Strike-off if not applicable)

(i)

(ii)

Signature of Approving Authority

Format of Agreement for Non-BNPL Customer

An agreement made this ____ day of _____ between the Department of Posts on behalf of the President of India (hereinafter called the 'Department' on the one part) and _____ having its Head Office at _____ residing at _____ (hereinafter called 'the sender' which expression shall unless excluded by or repugnant to the context be deemed to include his successor, representatives and permitted assigns) on the other part.

Whereas the Department has agreed with the sender to book, transmit and deliver such magazines, presented by the sender as Magazine Post under Advance deposit/making payment at the time of booking as per the terms & conditions hereinafter contained.

1. It is hereby mutually agreed and declared by and between the parties hereto as follows:
2. This agreement shall come in force as from the _____ day of _____ and shall continue in force for a period of _____ years.
3. The sender shall prepare, pack and make up the Magazine Post as prescribed by the Department. The contents, shape and size of the articles shall be according to the provisions and conditions provided for and as notified by the Department from time to time.
4. The sender shall fill up correctly such documents / records, which may be prescribed by the Department to enable it to book, convey and deliver the articles expeditiously.
5. The expected monthly postage on booking of Magazine Post comes to Rs. _____.

6. The arrangements covered by this contract shall be liable to be terminated by either party without assigning any reasons thereof at any time giving one month's notice in writing to the other party.
7. The Department shall raise the Magazine Post charges statement (For advance account customer) by 7th of every month in respect of all Magazines booked by the sender or his authorized agents in the preceding month showing the balance available in his account and amount utilized.
8. In case customer fails to provide minimum business prescribed for a contractual customer for two consecutive months, facility of bulk booking will be withdrawn
9. Sender shall abide by all rules and orders etc. brought out by the Department from time to time on the subject.
10. Department will not be held responsible for the quality/content of the product being sent by the contractor of his authorized agent.
11. In case of any legal implications, the same should be dealt only in the jurisdiction of office where the agreement is signed.
12. The Sender shall post its articles at _____ Office (s).

Witness:

1.

2.

<p>1. Signed by _____ for and on behalf of the President of India.</p>	<p>2. Signed by _____ for and on behalf of the _____</p>
--	--

Annexure 'G'

S.no	Name of Circle	Name of Identified PSO/L-1 unregistered office	Name of attached Circles
1	Andhra Pradesh	Vijayawada PSO	Telangana
2.	Assam	Guwahati	North East
3.	Bihar	Patna L-1 unregistered Office Under RMS, PT Dn.	Uttar Pradesh
4.	Chhattisgarh	Raipur L-1 unregistered office	Madhya Pradesh
5.	Delhi	Delhi PSO	Haryana, Punjab, Jammu & Kashmir, Himachal Pradesh, Uttrakhand
6.	Gujarat	Ahmedabad PSO	Rajasthan
7.	Himachal Pradesh	Shimla PSO/L-1 unregistered Office	Haryana, Punjab, Jammu & Kashmir, Delhi, Uttrakhand
8.	Haryana	Ambala RMS PSO/L-1 unregistered Office	Delhi, Punjab, Jammu & Kashmir, Himachal Pradesh, Uttrakhand
9.	J & K	Srinagar GPO PSO/L-1 unregistered Office	Haryana, Punjab, Delhi, Himachal Pradesh, Uttrakhand
10.	Jharkhand	Ranchi RMS L-1 unregistered Office	West Bengal, Odisha, Sikkim, A & N Island
11.	Kerala	Kochi PSO	Karnataka
12.	Karnataka	Bangalore PSO	Kerala
13.	Madhya Pradesh	Bhopal RMS	Chhattisgarh
14.	Maharashtra	Mumbai PSO	-
15.	North East	Nil	
16.	Odisha	Bhubaneswar L-1 unregistered Office	West Bengal, Jharkhand, Sikkim, A & N Island
17.	Punjab	Ludhiana L-1 unregistered Office, Ludhiana RMS	Delhi, Haryana, Jammu & Kashmir, Himachal Pradesh, Uttrakhand
18.	Rajasthan	Gandhi Nagar PSO	Ahmedabad
19.	Telangana	Patrika Channel Secunderabad	Andhra Pradesh
20.	Tamilnadu	Chennai PSO	-
21.	Uttar Pradesh	Lucknow RMS	Bihar
22.	Uttrakhand	Dehradun L-2 Unregistered Office	Delhi, Haryana, Jammu & Kashmir, Himachal Pradesh, Punjab

Format of Agreement for BNPL customers

An agreement made this _____ day of _____ between the Department of Posts on behalf of the President of India (hereinafter called the 'Department' on the one part) and _____ having its Head Office at _____ residing at _____ (hereinafter called 'the sender' which expression shall unless excluded by or repugnant to the context be deemed to include his successor, representatives and permitted assigns) on the other part.

Whereas the Department has agreed with the sender to book, transmit and deliver such magazines, presented by the sender as Magazine Post under credit as per the terms & conditions hereinafter contained.

It is hereby mutually agreed and declared by and between the parties hereto as follows:

1. This agreement shall come in force as from the _____ day of _____ and shall continue in force for a period of _____ years.
2. The sender shall prepare, pack and make up the Magazine Post as prescribed by the Department. The contents, shape and size of the articles shall be according to the provisions and conditions provided for and as notified by the Department from time to time.
3. The sender shall fill up correctly such documents / records, which may be prescribed by the Department to enable it to book, convey and deliver the articles expeditiously.
4. The expected monthly postage on booking of Magazine Post comes to Rs. _____.

5. Security deposit in form of _____ for Rs, _____ (in figures) _____ (in words), which is equal to anticipated of two billing period Magazine Post charges has been furnished by the sender and is enclosed.
6. In case of revision of Magazine Post charges etc. the Department shall hold the right to revise the amount of security deposit to be furnished. In case of any such revision, the sender shall furnish the security deposit of the additional amount within a period of 30 days of intimation by the Department.
7. The arrangements covered by this contract shall be liable to be terminated by either party without assigning any reasons thereof at any time giving one month's notice in writing to the other party.
8. The Department shall raise the Magazine Post charges bill by 7th of every month in respect of all Magazines booked by the sender or his authorized agents in the preceding month. The sender shall pay the bill amount in full on or before last day of the month in which bill is raised or due date fixed in case of fortnightly billing.
9. In case the Publisher/Authorized agent fails to make the payment by the due date, penalty at the rate of 10% per annum on the amount of the bill shall be imposed by the Department upon the defaulting customer for the whole month or part thereof. The penalty will be imposed from the Bill date.
10. In case customer fails to provide minimum business prescribed for a contractual customer for two consecutive months, credit facility will be withdrawn
11. No booking of magazines will be allowed from the defaulting customer after one month from the due date of the payment of bill till all the pending bills alongwith the penalty due are paid in full to the Department. In case of non-payment of bill even after 2 months from the bill date, action will be taken by the designated authority to forfeit the amount of security deposit.

12. Any payment due to the firm from the Department will not be adjusted against the bill.
13. Sender shall abide by all rules and orders etc. brought out by the Department from time to time on the subject.
14. Department will not be held responsible for the quality/content of the product being sent by the publisher/authorised agent.
15. In case of any legal implications, the same should be dealt only in the jurisdiction of office where the agreement is signed.
16. The Sender shall post its magazines at _____ Office (s).

Witness:

1.

2.

1. Signed by _____ for and on behalf of the President of India.	2. Signed by _____ for and on behalf of the _____
--	--