



Unlocking Pan-India Reach

Promotional Prospects of India Post
Business Development Products



The India Post Advantage

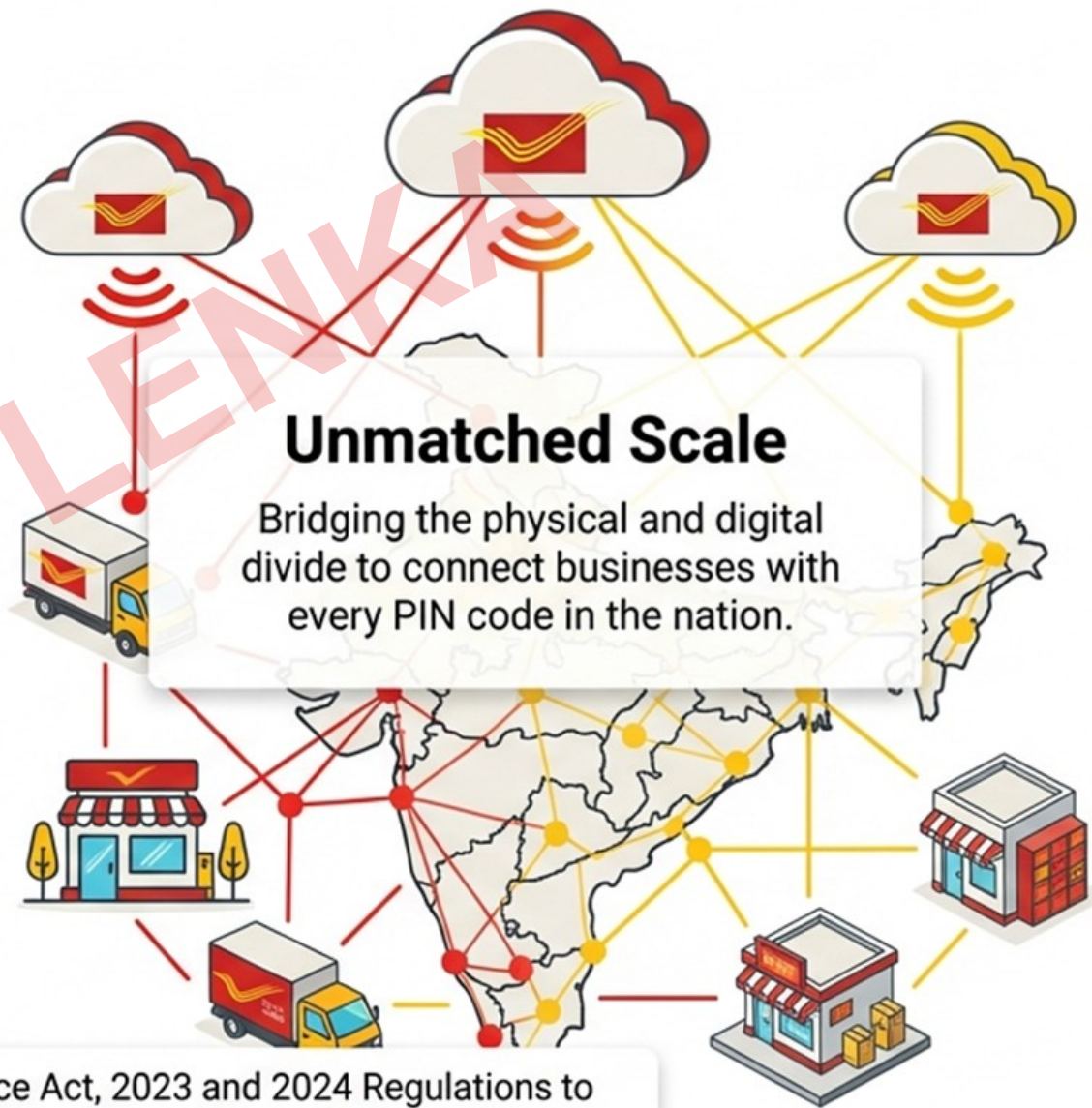
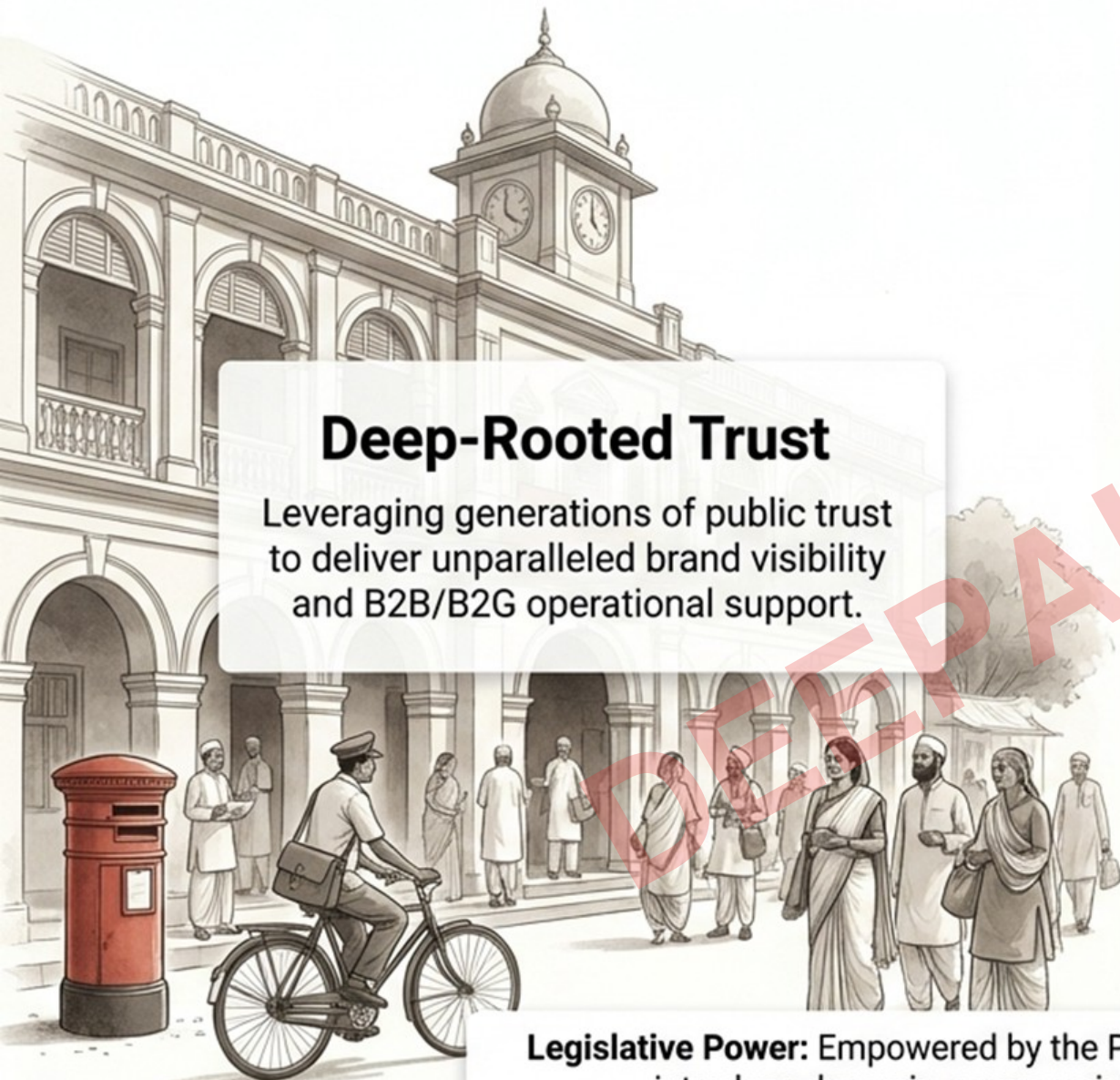
Deep-Rooted Trust

Leveraging generations of public trust to deliver unparalleled brand visibility and B2B/B2G operational support.

Unmatched Scale

Bridging the physical and digital divide to connect businesses with every PIN code in the nation.

Legislative Power: Empowered by the Post Office Act, 2023 and 2024 Regulations to introduce dynamic, commercial Business Development (BD) services.



A Modern Strategic Portfolio



Targeted Visibility

Focus: Advertising & Reach

Services: Direct Post, Media Post, Magazine Post



Digital-Physical Bridges

Focus: Hybrid Communication

Services: e-Post, e-Payment



Last-Mile Infrastructure

Focus: Retail & Operations

Services: Retail Post, Citizen Centric Services

Direct Post

Format Flexibility

Letters, brochures, CDs, samples, and coupons (up to A3 dimensions).

Hyper-Local Targeting

Delivered in PIN-code-wise bundles based on the sender's specified areas.

Scale & Cost

Highly cost-effective mass reach with a minimum posting requirement of just 1,000 articles.

Accountability

Provides a formal delivery report upon completion of the campaign.



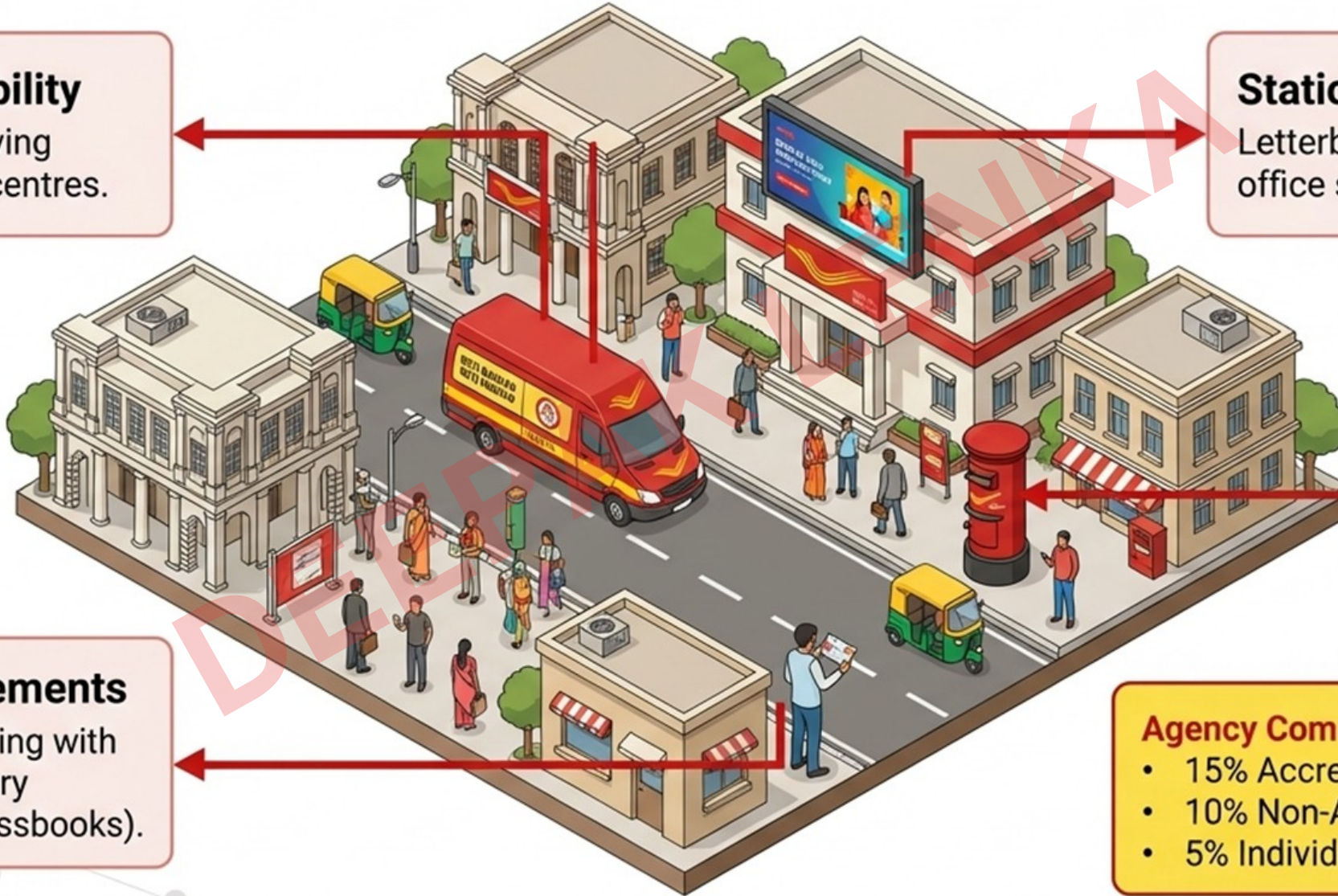
High-Visibility Ambient Advertising with Media Post

Mobile Visibility

MMS Vans driving through town centres.

Static Placements

Letterboxes and post office standees.



Micro-Placements

Citizens engaging with postal stationery (Postcards, Passbooks).

Agency Commission Structure:

- 15% Accredited Agencies
- 10% Non-Accredited
- 5% Individuals

Accountable Pan-India Distribution via Magazine Post



**Booking at
Sorting Office**
(Min. 500 copies)



**System Scanning
& Tracking**



SMS Alerts
To Sender & Addressee



**Delivery via
Postman Mobile App**

Publisher Confidence

End-to-end transparency and guaranteed accountability through modern tracking.

Eligibility

Exclusively available for RNI-registered periodicals and publications.

Proven Impact

Generated ₹7.63 crores in revenue and successfully onboarded 203 publishers.

Choosing Your Advertising Medium

	Direct Post	Media Post	Magazine Post
Best For	Hyper-local retail pushes and sampling.	Mass brand awareness and ambient visibility.	Subscription delivery and publisher distribution.
Formats	Unaddressed brochures, CDs, samples.	Postal stationery, vans, letterboxes, LED screens.	Registered periodicals.
Minimum Volume	1,000 articles.	Varies by medium (e.g., 5 Lakh Post Cards; 100 Letterboxes).	500 copies per posting.

Bridging Digital and Physical Divides with e-Post



Digital Upload

e-Post Centre Network

Physical Delivery

Corporate Scale

Send custom templates with images and logos to up to 9,999 recipients in a single click via CSV file.

Accessibility

Messages can be seamlessly transmitted in 11 different regional languages.

Use Case

Ideal for formal notices, legal documents, or communications targeting areas with varying digital literacy.

Centralised Bill Collection via e-Payment



B2B Value Proposition

Centralised System

Replaces fragmented collection efforts with a unified, many-to-one electronic transfer system.

Accessibility

Citizens can pay via cash, cheque, or IPPB at thousands of accessible counters using a unique Biller ID.

Operational Ease

Automated frequency of payments and clear MIS reporting for the corporate client.

The Ultimate Last-Mile Storefront: Retail Post



Product Categories Available

- Stationery and packaging materials.
- High-value items (Gold coins, Sovereign Gold Bonds).
- Cultural and Religious goods (Gangajal, Prasadam).
- Institutional forms (UPSC/SSC, university applications).

Partnership Structure

Clients maintain their own inventory while India Post manages the retail transaction for an agreed commission under a minimum three-year agreement.

Enhancing Public Trust through Citizen Centric Services



Core Services



Aadhaar Enrolment and Updation.



Processing of Passport Applications.



Physical Verification for PHEMEG Units.



Door-to-Door KYC verification collection (e.g., for Mutual Funds).

Strategic Benefit

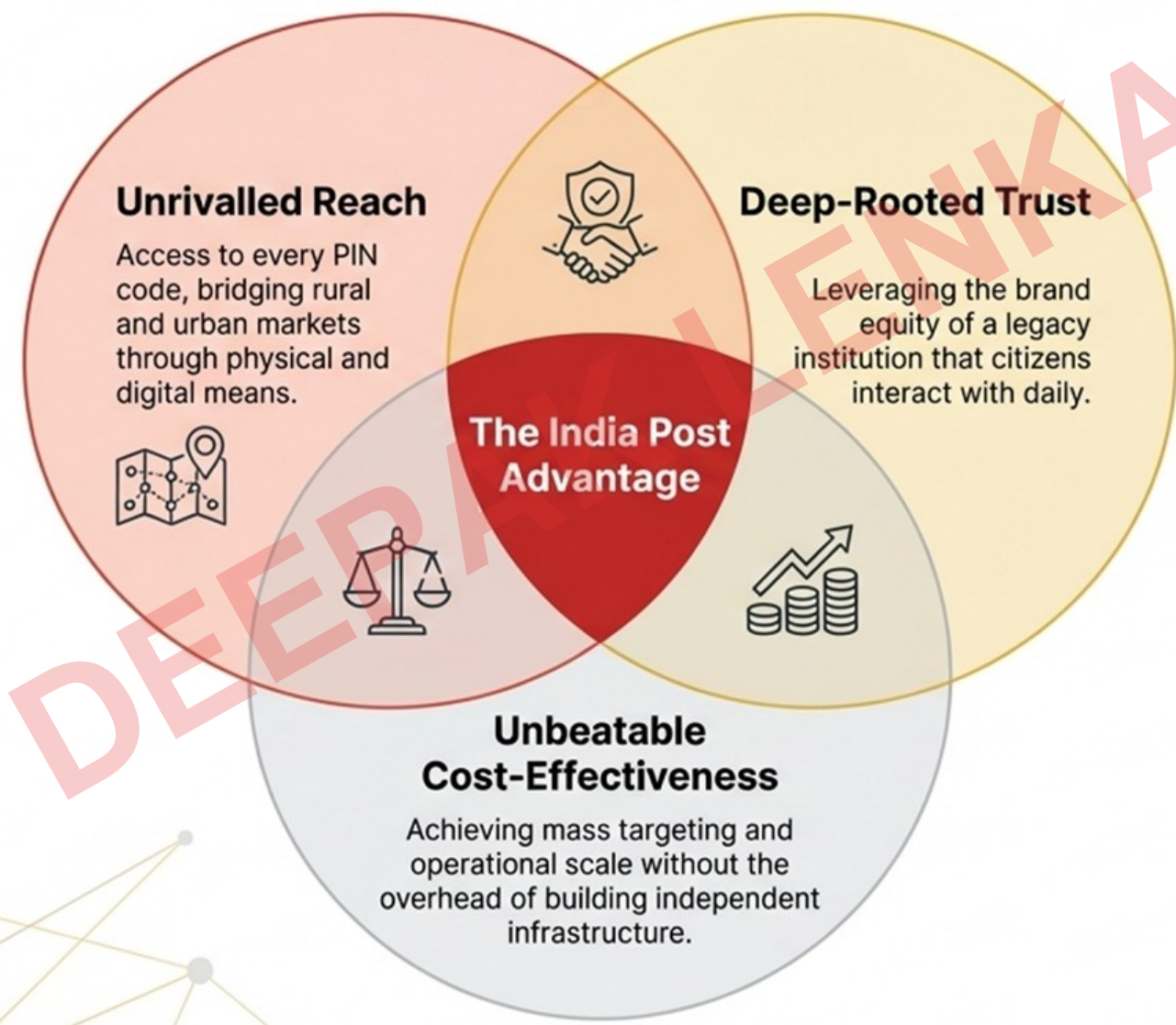
Fosters deep collaboration, ensuring partners benefit from the established transparency, accountability, and unparalleled trust of the post office network.

The Operational Ecosystem in Action

Scenario: Telecom Company Nationwide Expansion



The Unmatched Promotional ROI

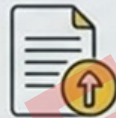


Partnering with India Post

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Step 1: Submit Proposal

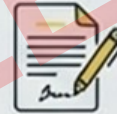
Provide organisational details and business objectives to the Divisional, Regional, or Circle Office.



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Step 2: Formalise Agreement

Sign a customised contract detailing commission structures, service charges, and operational guidelines (agreements typically start at 3 years).



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Step 3: Financial Setup

Establish payment structures via Advance Deposit, standard Credit Facilities, or Book Now Pay Later (BNPL) schemes.



Thank You

Empowering your business with unmatched Pan-India reach.



DEEPAK LENKA

