

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   |
|--------------------------------------|---|---|
| <b>Product/Services on offer</b>     | 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. |
| <b>Models of Franchisee</b>          | 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.       |
| <b>Technology updation</b>           | Booking is done on Meghdoot Standalone Software.  | Mobile App/ Desktop Self Service Portal developed under APT 2.0.  |
| <b>Collection of postage amount</b>  | through Cash at the Post Office Counter   | Wallet facility / Direct Banking Channel integration  |
| <b>Commission Generation/Payment</b> | Manual Commission generation  | System generated invoicing and upfront commission on daily basis  |
| <b>Grievance Mechanism</b>           | 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.

  
**Dushyant Mudgal**  
**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
13. Office Copy

# Standard Operating Procedure

## New Franchisee Scheme 2.0

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### 1. Background

The rapid expansion of **e-commerce** and the steady growth of the **document business** have created significant opportunities for the Department of Posts to strengthen its presence in the **Courier, Express, and Parcel (CEP) sector**. To address this growing demand, it is essential for the Department to expand its **booking and delivery solutions** that cater to the evolving needs of customers.

With the rollout of **Advance Postal Technology (APT 2.0)**, the Department has introduced a range of technological enhancements that deliver citizen-centric solutions and enable modernized, seamless and efficient postal operations.

To expand its market share and establish itself as a leading player in the CEP industry, the Department is launching a **revamped, technology-driven, and customer-centric Franchisee Scheme**. To ensure uniformity, quality, and compliance, this **Standard Operating Procedure (SOP)** has been developed to guide the implementation of the **New Franchisee Scheme 2.0** with revised operational processes and leveraging the new technological platform of APT 2.0.

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### 2. Objective

This SOP aims to streamline the implementation of the revamped Franchisee Scheme 2.0 by:

- Establishing a **clear and standardized process** for franchisee onboarding, operations, and performance monitoring.
- Ensuring **consistent and reliable services** that meet customer expectations.
- Defining the **roles and responsibilities** of both the Engaging Authority (Postal/RMS Divisional Heads) and Franchisees.
- Maintaining **quality, accountability, and adherence** to Departmental guidelines.

The SOP covers the entire process: from initial franchisee application to day-to-day operations, monitoring, and review.

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### 3. Products and Services Offered through Franchisees

Franchisees shall offer the following products and services and any other product and service as notified by the Department of Posts from time to time.

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### A. Booking

- i. Speed Post Document
- ii. Speed Post Parcel
- iii. India Post Parcel (Retail)
- iv. India Post Parcel (Contractual)
- v. International EMS
- vi. International Tracked Package Service

### B. Delivery

- i. Speed Post Parcel
- ii. India Post Parcel (Retail)
- iii. India Post Parcel (Contractual)
- iv. Any other category assigned

### C. Pick-up/Collection

- i. International Articles
- ii. Online booked articles from Click & Book

D. Any other service of the Department which is considered amenable to the Franchisee

## 4. Eligibility for Franchisees

### A. Individual

Any individual and shopkeepers from specialised markets viz. Electronic Market, Artisan market etc even small shopkeepers like corner shops, paanwalas, kiranawalas, stationery shops, etc. who do business in individual capacity will qualify in this category.

- i. Age: **18 years** at the time of application.
- ii. Educational Qualification: **12th pass** from recognized board of education. In case of delivery assignment only, **10th pass** from recognized board of education
- iii. Applicant should have basic knowledge of computers and be able to operate Departmental mobile applications (**computer literacy certificate is not mandatory**)
- iv. The applicant should have a good knowledge (oral and written) of **local language and English language**. He /She should have good communication skill.
- v. Having a **valid driving license for 2/4-wheeler** is required in case franchisee applies for delivery of consignment(s) and must arrange their **own two-wheeler/four-wheeler**, either owned or hired, for operational purposes.
- vi. The applicant must possess valid **PAN card**.

## B. Firms

Any aggregator, corporate, institution, organisation, company, registered society, NGO etc. functioning at Division/Region/Circle/Pan India level will qualify in this category.

- i. Any Sole Proprietor/Partnership/LLP firm or a company having a legal entity in India and registered under an Act of the State Government or Government can be engaged as Franchisee.
- ii. Minimum 10 Sub-franchisee needs to be opened to initiate Franchisee business as a Firm.
- iii. Firm interested to engage as Franchisee should have an establishment suitable for the purpose and registered within the jurisdiction of the area where the firm is applying to operate.
- iv. Firm must have the facility of data exchange through API or other means as prescribed by the Department.
- v. The firm must have a valid **PAN** card and **GST** number.
- vi. **ITR** for at least last two financial years
- vii. Profit and loss statement for at least the last two financial years to establish financial credentials.
- viii. Experience: Preference will be given to the applicant having prior postal Franchise, courier or logistics experience.
- ix. Applicants must demonstrate the ability to cover all costs upfront, including setup and operational expenses.
- x. The applicant must not have been debarred from doing business with State/Central Government Ministry/Département/PSUs/Bank etc. An undertaking to this effect shall be submitted along with application.

## C. Franchisee opting for booking International Mails

Any of the afore-mentioned Franchisees who opts to book international articles, must fulfil the following requirement.

a. Eligibility criteria:

| SL No | Nature of shipments  | Only Pick up  | Only Booking  | Both Pick up and booking                                  |
|-------|--|---|---|---|
| 1.    | a) Non-commercial<br>b) Personal shipments<br>c) Gift<br>d) Sample<br>e) Documents | Individual or firm (as in the case of domestic shipments) | Individual or firm (as in the case of domestic shipments) | Individual or firm (as in the case of domestic shipments) |
| 2.    | a) Commercial export/Sale of goods   | Individual or firm (as in the case of domestic shipments) | Individual or firm with valid CHA license                 | Individual or firm with valid CHA license                 |

- b. The requirement of CHA for booking of Commercial export shipments is as per the Postal Export Regulations 2022. The CHA is an individual authorized and licensed to act as an agent for any commercial transaction connected to import and export of goods and uphold detail of items, is better suited to fulfil regulatory requirements for export of different goods and about prohibitions/restrictions.
- c. Franchisee may be attached to the nearest DNK/IBC. The copy of valid CHA license is to be enclosed along with application. The license will be verified by the concerned division head before final approval and notification of franchisee. The CHA license should be valid for a period beyond the period for which franchisee is notified or has to be renewed by CHA before expiry during the notification period.
- d. the other requirements of security deposit, process of notifying franchisee, selection criteria for franchisee are similar to domestic mail.

#### D. Exceptions

The following exceptions will apply to the Franchisee 2.0 scheme.

The **immediate family members of serving postal employees are not eligible** to be engaged as Franchisees. Members of family for this purpose would include the following: -

- i. Spouse, but not including a separated spouse or one living separately while judicial separation proceedings are on;
- ii. Children and stepchildren but not including children and stepchildren of whose custody the serving postal employee has been deprived by law;
- iii. Other persons such as parents, siblings or wards who are dependent on the serving postal employee.

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#### 5. Infrastructure

The applicant should have an appropriately located and accessible premises with adequate infrastructure. Minimum requirement will be as follows.

| Type of Franchisee                | Area/Space required for Operations   | Availability of Desktop/ Smartphone (4G/5G)                    | Printers & Computer Peripherals (Weighing Scale, Barcode Scanners and Internet Connection)   | Stationery         |
|-----------------------------------|--|--|--|--------------------|
| Individual (For booking purposes) | Fixed shop ideally in a commercial area at Main market with minimum 50 sq. ft area and should be accessible for vehicles and customers | Desktop / Smartphone (4G/5G) with reliable internet connection | Weighing scale, Barcode scanner, printers of approved specifications. These peripherals should have capability of integration with Desktop and mobile. | As per requirement |

| Type of Franchisee                 | Area/Space required for Operations | Availability of Desktop/ Smartphone (4G/5G)                    | Printers & Computer Peripherals (Weighing Scale, Barcode Scanners and Internet Connection)   | Stationery         |
|------------------------------------|------------------------------------|--|--|--------------------|
| Individual (For delivery purposes) | No area requirement                | Smartphone (4G/5G) with reliable internet connection           | Not applicable   | As per requirement |
| Firm (for all purposes)            | Sufficient space at each location  | Desktop & Smartphone (4G/5G) with reliable internet connection | Weighing scale, Barcode scanner, printers of approved specifications. These peripherals should have capability of integration with Desktop and mobile. | As per requirement |

## 6. Roles & Responsibilities of the Franchisee

Franchisees may operate as individuals or firms.

### A. Individuals

- i. Pick up booked articles from customers' premises and hand over them to the linked office within the prescribed cut-off time.
- ii. Book articles and deposit them at the linked office with advance/postage payment.
- iii. Collect parcels for delivery from designated offices through the **DoP Delivery App**, ensuring undelivered articles are returned within cut-off timelines.
- iv. Deposit Cash on Delivery (CoD), Customs duties/other charges collected from customers on the same day (or next morning if delivery occurs after office hours).

### B. Firms

- i. Firms may appoint sub-franchisees, who will be assigned unique sub-codes by the Department.
- ii. Firms may undertake pick-up, booking, and delivery or specific activities as authorized.
- iii. Ensure adequate resources for **same-day delivery** in designated areas and timely return of undelivered parcels.
- iv. Deposit all CoD/Customs/other charges collected from customers as per prescribed timelines.

## C. General Operational Requirements

### I. Pick-up/Collection

- i. Use the **Franchisee Mobile App** and **Internal Mobile App (IMA)** for receiving and managing pick-up requests.
- ii. Handover articles at the linked office before cut-off time.

### II. Booking

- i. Book articles via the **self-service portal/mobile app**.
- ii. Ensure accurate collection of postage (digitally or in cash) and timely deposit in the Department's linked wallet system.
- iii. No credit facility will be extended to the Franchisee by the Department.
- iv. **No postage stamps** shall be used for bookings and such articles will not be accepted by the linked office.
- v. Generate customer receipts and maintain booking data integrity.
- vi. Provide **PIN code-wise segregation** of **bulk articles** (>5000 in a day). Otherwise provide TD and NTD segregation.
- vii. Ensure that **prohibited items** are not booked. Such articles will not be accepted by the linked office and the Franchisee will be responsible for such bookings.
- viii. Ensure **safe custody** of articles until handover to the linked office.

### III. Delivery

- i. Use own vehicles for parcel delivery.
- ii. Collect articles daily from linked delivery offices before cut-off.
- iii. Deliver all articles on the **same day** with proof of delivery (signature/digital confirmation) within the assigned delivery jurisdiction.
- iv. Update delivery details in **real-time** using the mobile app.
- v. Return undelivered items with valid remarks within the prescribed cut-off time.
- vi. Deposit CoD/Customs/other charges on the same day/next morning (as prescribed).
- vii. Deliver on **Sundays/holidays** as required.
- viii. Participate in **mandatory training programs** organized by the Department.

### IV. Other Responsibilities

- i. Adhere to working hours as decided.
- ii. Maintain standardized signage and branding as prescribed.



- iii. Ensure availability of computers, integrated weighing scale, printers, scanners, robust internet connectivity and prescribed IT hardware.
- iv. Accept and address customer complaints promptly and resolve them within 05 working days. Escalate unresolved grievances through the self-service portal or linked office.

## 7. Engaging & Approving Authority

|      | Type of Franchise                | Engaging Authority | Approving Authority      |
|------|----------------------------------|--------------------|--------------------------|
| i.   | Individual (Within the Division) | Divisional Head    | Divisional Head          |
| ii.  | Firm/Aggregator (Intra - Circle) | Divisional Head    | Chief PMG                |
| iii. | Firm/Aggregator (Inter - Circle) | Divisional Head    | MO Division, Directorate |

## 8. Responsibilities of Engaging Authority (Postal /RMS Divisional Heads)

The Engaging Authority shall:

- i. Verify eligibility, suitability of premises – including location, adequate space for customer interaction, space for branding - availability of prescribed IT hardware and peripherals as declared by the applicant (Annexure-A).
- ii. Upon selection, complete codal formalities, accept security deposit, and issue a license via the self-service portal. The Franchisee shall then sign a **Memorandum of Agreement (MoA)** with the authority.
- iii. Ensure that Franchisee commences operations within **30 days** of signing the MoA.
- iv. Facilitate training for newly onboarded Franchisees on Departmental rules, procedures, and service delivery expectations.
- v. Fix cut-off timings for articles to be handed over at the linked office (Post Office/BPC/BNPL/Mail Hub, etc.).
- vi. Ensure that Franchisees receive a **distinct auto-generated barcode series**, enabling easy identification irrespective of booking location.

## 9. Technology Integration

### A. Franchisee Self-Service Portal & App

- i. All operations (booking, pick-up, delivery) shall be carried out via a dedicated portal/app integrated with the Department's systems.
- ii. A prepaid **digital wallet** will be provided for payment of postage and settlement of commissions.

- iii. Real-time data updates to ensure transparency and accountability.
- iv. Functionalities will be role-based (pick-up only, delivery only, or full-service Franchisee).
- v. For international articles, the requirements to develop DNK CHA login portal, clearance of non-commercial shipments in DNK customs portal. The SOP shall be shared with CEPT by IR & GB Division.

## B. Key Features

- i. Franchise management & enrolment.
- ii. Digital booking & item entry (manual or bulk upload).
- iii. Automated bill generation with GST details.
- iv. COD remittance and real-time settlement.
- v. Performance dashboards (KPI, revenue, CRM).
- vi. API integration for booking, pick-up, delivery, tariff, routing, and customer self-service.

## C. Minimum Specification for IT Hardware

|      | Name of the Item                         | Hardware Specification for APT 2.0.   |
|------|--|---|
| i.   | Laptop (Minimum Configuration)           | <ul style="list-style-type: none"> <li>Screen Size: 15 Inches</li> <li>RAM: 16 GB</li> <li>Hard Disk Capacity: 256 GB SSD for OS &amp; Applications &amp; 1 TB HDD Storage.</li> <li>Processor: 12th Gen. Intel Core i5-1235U or AMD Ryzen 5</li> <li>Speed of Processor: up to 4.40 GHz</li> <li>OS: Windows 10 Pro and above</li> </ul> |
| ii.  | Desktop (Minimum Configuration)          | <ul style="list-style-type: none"> <li>Screen Size: 19 Inches</li> <li>RAM: 16 GB</li> <li>Hard Disk Capacity: 1 TB SSD</li> <li>Processor: i5 13th Generation or AMD Ryzen 5</li> <li>Speed of Processor: 2.9 GHz</li> <li>OS: Windows 10 Pro and above</li> </ul>   |
| iii. | Mobile Device: For Postman/Pickup Agents | <ul style="list-style-type: none"> <li>Screen Size: 6 Inches</li> <li>RAM: 6 GB</li> <li>ROM: 128/256 GB</li> <li>Processor: 5G LTE</li> <li>OS: Android 13 and above</li> </ul>  |
| iv.  | Label and Receipt Printer                | <ul style="list-style-type: none"> <li>A7 Mini Thermal Printer. Sticker Printer - continuous roll</li> <li>Bluetooth/Wireless/USB enabled</li> </ul>  |

|     |                                   |   |
|-----|-----------------------------------|---|
|     |                                   | <ul style="list-style-type: none"> <li>Prints text, bar codes and graphics in all four directions</li> <li>Resolution: 200dpi<br/>Printer speed: at least 4ips (inches per second) &amp; should be able to generate perforation (to tear off) based on the software integration at any size.</li> </ul>                               |
| v.  | Integrated Digital Weighing Scale | To be shared  |
| vi. | QR & Barcode Scanner              | <ul style="list-style-type: none"> <li>Wireless 2D Scanner for pickup service</li> <li>Wifi/Bluetooth/USB capabilities for wireless scanners (rechargeable)</li> <li>Working range: Upto 30 mtrs.</li> <li>Should comply with existing standards or certifications prevailing for those devices.</li> <li>Resolution: 5mil</li> </ul> |

## 10. Commission Structure

### A. Inland Speed Post Document: -

Keeping in view of rationalization of mail products and revision of tariff structure and bulk discount structure of Speed Post Document w.e.f. 01.10.2025, following revised commission structure is as under: -

| Monthly revenue       | Commission |
|-----------------------|------------|
| Up to Rs. 2,00,000/-  | 7%         |
| Up to 10,00,000/-     | 15%        |
| Up to 25,00,000/-     | 20%        |
| Up to 60,00,000/-     | 25%        |
| Above Rs. 60,00,000/- | 30%        |

Note: -The commission to be calculated on the postage including registration amount and excluding **GST & other Value-Added Services**.

### B. Commission for Booking of Inland Parcel

| Monthly Revenue (₹) | Commission per Article (%) |
|---------------------|----------------------------|
| Up to ₹2,00,000     | 5%                         |
| Up to ₹9,00,000     | 10%                        |
| Up to ₹27,00,000    | 15%                        |
| Up to ₹45,00,000    | 20%                        |
| Above ₹45,00,000    | 25%                        |

Note: -The commission to be calculated on the postage including registration amount and excluding **GST & other Value-Added Services**.

**C. Commission for booking of international articles**

| Sl. No. | Product | Volume slabs      | Only Pick up | Only Booking | Both Pick up and booking |
|---------|---------|-------------------|--------------|--------------|--------------------------|
| 1.      | EMS     | Up to 50,000      | 3%           | 2%           | 5%                       |
|         |         | Up to 2 Lakh      | 3%           | 5%           | 8%                       |
|         |         | Up to 5 Lakh      | 3%           | 7%           | 10%                      |
|         |         | Up to 20 Lakh     | 3%           | 9%           | 12%                      |
|         |         | Up to 40 Lakh     | 3%           | 11%          | 14%                      |
|         |         | More than 40 Lakh | 3%           | 13%          | 16%                      |
| 2.      | ITPS    | Up to 50,000      | 3%           | 2%           | 5%                       |
|         |         | Up to 2 Lakh      | 3%           | 5%           | 8%                       |
|         |         | Up to 5 Lakh      | 3%           | 7%           | 10%                      |
|         |         | Up to 20 Lakh     | 3%           | 9%           | 12%                      |
|         |         | Up to 40 Lakh     | 3%           | 11%          | 14%                      |
|         |         | More than 40 Lakh | 3%           | 13%          | 16%                      |

Note: -The commission to be calculated on the postage and excluding **GST & Value-Added Services**.

**D. Commission for delivery of Inland Parcel & collection of CoD amount**

| Weight   | Commission   |
|--|--|
| Parcels up to 3 kg                             | ₹ 15 per parcel  |
| Additional 1 kg or part thereof (up to 100 kg) | ₹ 5 per parcel   |
| CoD collection                                 | ₹ 10 per CoD parcel  |
| Performance incentive                          | ₹ 1 per parcel*<br>* For achieving $\geq 90\%$ same-day actual delivery of assigned articles.  |
| Attempted Delivery (Verified)                  | ₹ 5 per parcel (only one verified attempt) *<br>If delivered next day due to customer unavailability or other valid reason, full rate shall be payable. No commission if non-delivery is due to franchise fault. |

**Note: Commission will only be paid on the Parcels which are successfully delivered and delivery status updated in the DOP system on the same day.**

**E. Commission on Pick-up of articles booked online through Click & Book service**

Commission at the **rate of Rs. 25/- per article** is to be paid for per pick up request which is to be booked online through Click & Book service of the Department.

## **F. Mode of payment of Commission**

The commission for different services will be paid as per the commission structure mentioned above or notified by the Department from time to time. Upfront commission will be paid from the relevant revenue head of account on daily basis in case of booking activity. As far as commission on pickup and delivery work is concerned, the same may be credited fortnightly on successful pickup or delivery.

## **G. Commission sanctioning authority:**

The minimum commission prescribed will be automatically credited into the wallet of the Franchisee on successful induction of articles. However, in case of any exceptional circumstances, Divisional Head concerned will sanction the commission amount. For the Franchisee opted for delivery/pickup only, sanction will be issued by Divisional Heads concerned/Sr. PM/CPM/Director GPO.

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## **11. Accounting & Payments**

- i. There will be a provision of **a wallet** which can be recharged by the Franchisee via POSB/IPPB accounts, UPI, QR and net banking, or cash at Post Office counters. Postage amount including GST will be deducted from the wallet automatically.
- ii. The franchisee shall be allowed to use up to 90 % of his/her wallet balance as remaining 10% wallet amount shall be kept as reserved for making adjustment of unpaid or difference amount while inducting the physical articles into the system by the linked Post Office.
- iii. **Cancellation/modifications of transactions** on wrong entry can be done by following method:
  - a. If the amount is deducted from franchisee wallet and articles have not been handed over at the linked office physically, in such case, franchisee will be able to cancel or modify his entries/transactions.
  - b. Once physical articles are received at the linked Office in the system, if required, modification or cancellation can be initiated by the counter assistant and approve by the concerned Supervisor once he/she is satisfied with the reasons for cancellation/modification.
  - c. Once articles are inducted into the system and ready for dispatch, no cancellation shall be allowed.
- iv. No withdrawal facility shall be available on wallet to the franchisee during the currency of the franchise agreement. Once, it is terminated, necessary amount due to the Franchisee shall be settled and remaining amount paid to the franchisee within the prescribed period of **30 days**.

- v. Commission will be credited daily at the **minimum slab rate**, with monthly reconciliation for volume-based adjustments.
- vi. Delivery-based Franchisees will receive commission fortnightly in their bank accounts (individuals) or wallets (firms).
- vii. GST applicability:
  - a. Registered Franchisees (with GSTIN): Responsible for paying GST under **Forward Charge Mechanism**.
  - b. Unregistered Franchisees: Department will pay GST under **Reverse Charge Mechanism**.
  - c. Issues related to GST on commission payment, issuing proper tax invoice customer wise and availing Input Tax Credit (ITC) by the customers of Franchisee should be elaborate by the PAF wing while finalizing SAP.

## 12. Bulk booking of articles

In order to ensure faster processing of bulk articles and obviate unnecessary detention of articles for generation and pasting of receipts, the Franchisees may be allowed to affix a rubber stamp containing the Franchisee Number (as issued by the Department) and weight of the article along with the barcode sticker on the corporates/firms/bulk mailers/regular mailers. For this purpose, the customer who posts at least 10 articles of each category of mail separately per day with the Franchisee shall be treated as bulk mailer.

## 13. Penalties

- i. A penalty of **25% of commission** will be imposed for each article:
  - a. Not handed over within cut-off time (for booking/collection).
  - b. Not delivered or returned as prescribed.

## 14. Security Deposit

- i. Upon selection, the Franchisee shall deposit a security amount in any Post Office, through NSC/KVP/TD pledged with the Department, by Bank Guarantee of a scheduled commercial bank, or via NEFT/RTGS to the designated Post Office as nominated by the Engaging Authority.

| Category of Franchise                                 | Security Deposit (₹) |
|---|----------------------|
| i. Individual– Pick-up or delivery or both            | 5,000                |
| ii. Individual – Booking & incidental activities only | 10,000               |
| iii. Individual – For all activities                  | 15,000               |

|     |  |                                |
|-----|--|--------------------------------|
| iv. | Firms / Aggregators- Pick-up or delivery or both       | 5000 x no. of sub-franchisee** |
| v.  | Firm/Aggregators- Booking & incidental activities only | 10000x no. of sub-franchisee** |
| vi. | Firm/Aggregators- For all activities                   | 15000x no. of sub-franchisee** |

\* \*\*Following terms & conditions should be met by the Firms applying for Franchisee scheme.

- a. if firm opt only booking activity, Firm will require to deposit the security amount of minimum of Rs. 1,00,000/- (Rupees One Lakh) i.e. Rs. 10,000/- per sub franchisee **(with minimum 10 sub franchisee)** in any post office or by way of means as mentioned above.
- b. if firm opt all the activity i.e collection, Booking and Delivery, Firm will require to deposit the security amount of minimum of Rs. 1,50,000/- (Rupees One Lakh Fifty Thousand only) i.e. 15,000/- per sub franchisee **(with minimum 10 sub franchisee)**.
- c. Firms will not be allowed to open more than 10 Franchisee outlets in a city and not more than 50 outlets in a metro city. Any proposal for opening more franchise outlets than the prescribed limit will be decided by Postal Directorate with complete justification and after having recommendation by Heads of Circle.
- d. The amount of security deposit will be reviewed every 6 months of issuing of license by the Department and will be increased equivalent to the 2 days average transaction value in last 6 months.
- e. The security deposit amount shall be refunded within 60 days upon termination of agreement by the engaging authority on issue of no due certificate after completion of all contractual obligations and deduction if any, and as admissible.

## 15. Branding & Marketing

- i. Franchise outlets must strictly adhere to the Department's branding guidelines, including approved logo design, placement, colour scheme, signage specifications, and layout. Costs of infrastructure setup and branding shall be borne by the franchisee.
- ii. The Department will supply marketing materials such as posters, pamphlets, banners, and danglers to support promotional activities.
- iii. Any future changes in branding specifications or marketing collaterals issued by the Department shall be binding on all franchisees.

## 16. Notification Process

- i. Postal Divisions shall ensure wide publicity while inviting franchise applications, using:
  - a. Display of notices in all Post Offices under their jurisdiction.
  - b. Digital/public channels, including local newspapers where required.

- ii. Notifications will be issued on a quarterly basis (first week of April, July, October, and January) to maintain uniformity.
  - iii. A minimum 21 days application window shall be provided for online submission on the India post website.
  - iv. Applications must be scrutinised promptly, and the letter of engagement issued within 15 days from the last date of receipt of applications.
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## **17. Application Process**

- i. Interested applicants shall apply online only, using the prescribed format, to the concerned Divisional Head.
  - ii. The engaging authority will convey the final decision within 15 working days of receiving the application.
  - iii. Intra-Circle or inter-Circle applications must be forwarded within 10 working days by the Divisional Head, along with recommendations, to the next authority for further processing.
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## **18. Selection Criteria**

- i. For individual applicants, the Divisional Head shall be the engaging authority, empowered to both engage and terminate franchisees within the Division.
  - a. A Screening Committee comprising the Divisional Head, ASP (HQ)/(D)/Sub-Divisional Officer, and Sr. Postmaster/Postmaster will assess applications based on the prescribed eligibility criteria. The same composition (of equivalent level) of the committee will be followed in case of RMS / Foreign Post Office.
  - b. Upon selection, the Divisional Head shall issue a licence in the prescribed proforma (Annexure-B).
- ii. For firms seeking to operate multiple outlets within a Circle, the Divisional Head shall forward the application with recommendations to the Circle Office for approval. A decision shall be taken within 15 working days by the higher authority and communicated to the Divisional Head. The licence will be issued by the concerned Divisional Head within the next 5 working days.
- iii. For operations spanning multiple Circles, the Circle concerned shall forward the proposal with recommendations to the MO Division, Postal Directorate. After approval by the competent authority, the licence will be issued by the Divisional Head where the firm originally applied.



- a. In such cases, the franchisee will be treated as a single entity, with commission payable on total monthly transactions, and revenues apportioned to the respective booking Circles through the system automatically.

*Note: Firms seeking pan-India or multi-Circle operations may submit proposals directly at the Divisional Office, Regional Office, Circle Office or Postal Directorate.*

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## **19. Area of Operations & Operational Guidelines**

- i. There will be no minimum distance requirement from existing Post Offices. Franchisee locations should preferably be in high-footfall areas such as commercial centres, marketplaces, educational hubs, or residential clusters with significant mail and parcel demand. However, Engaging Authority should give priority to those franchisees who can work in areas where postal network isn't available.
- ii. Franchisees who can work in extended hours / round the clock shall be linked to BPC/BNPL centre/NSH/ICH/PH/FPO/IBC/DNK as the case may be, which are working round the clock for direct induction into the sorting process for expedited delivery.
- iii. Where no BPC/BNPL Centre/NSH/ICH/PH/FPO/IBC/DNK exist, franchisees will be linked to the Head Post Office or MDG. If neither is available, the Divisional Head will designate a suitable Post Office.
- iv. Franchisees must ensure proper handling of articles, including packaging, labelling, and sorting, in line with Department guidelines. Articles shall only be handed over at the Linked Office.
- v. Franchisees may book consignments round the clock, provided these are handed over to the Linked Office before the prescribed cut-off time.

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## **20. Validity of Memorandum of Agreement (MoA)**

- i. The selected Franchisee will sign the Memorandum of Agreement with the Department. The agreement shall be valid for the period of 3 years from the date of execution/signing. The same may renewed for a period of 2 years at a time based on the performance and conduct of the franchisee.
- ii. The engaging authority may terminate the agreement prior to three years based on the performance and conduct of the franchisee. However, the franchisee shall be given reasonable opportunity to be heard before initiating termination proceedings.

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## **21. Inspection / Surprise visit**

The concerned Sub-Divisional Head or any inspecting officer authorised by the concerned Divisional head should conduct surprise visits and annual inspection to ensure compliance with operational, financial, and service standards. Franchisees must cooperate with such visits

and inspections and provide necessary support and paper work. Necessary inspection questionnaire relevant for booking of articles. Cash handling etc will be applicable.

## **22. Existing Active Franchisee**

All the existing active Franchisee shall be upgraded into the **New Franchise Scheme 2.0** by uploading minimum KYC documents with their existing Franchise Code. The required features may be developed by the CEPT in the Self-service portal/mobile app.

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**GOVERNMENT OF INDIA  
MINISTRY OF COMMUNICATIONS  
DEPARTMENT OF POSTS**

**Application No.** \_\_\_\_\_

**Application for Franchisee**

Photograph  
of applicant  
signed by the  
applicant

**PART-A** (To be filled by the applicant)

- 1) Name of Applicant (in block letters):
- 2) Father's Name
- 3) Nationality:
- 4) Age:  
(Should be 18 years or above on the date of application, proof to be attached)
- 5) Mobile Number & Email ID:
- 6) AADHAAR Number of Applicant
- 7) Whether Department of Posts (DoP) pensioner (Yes / No):  
(If yes, attach copy of PPO)
- 8) Proof of Address and Income Tax PAN:  
(In case PAN is not provided, declaration in form 60 to be provided)  
GSTIN:
- 9) Educational Qualification (in case of individual) (Proof to be attached):
- 10) Permanent Address:
- 11) Correspondence Address:
- 12) Location from where business will be conducted:
- 13) Details of premises from where business is to be conducted:  
Whether owned / rented / leased If not owned, indicate  
period up to which present rent/ leased agreement is valid:
- 14) Distance of premises from the nearest Post Office:

- 15) Indicate present business/ occupation, if any  
and whether it is intended to be carried on from  
the same premises/address as the postal franchise.
- 16) Please indicate previous experience, if any, in retailing services:
- 17) Do you have knowledge of working on a computer
- 18) Whether all the required IT hardware peripherals  
viz. Desktop computer /Laptop, Printer, weighting scale,  
bar code Scanner, active internet connectivity are available:
- 19) Name, address and telephone number of  
2 respectable persons of the locality  
who can be contacted for reference.
- 20) Business Plan:
- 21) Details of Security furnished:

I agree to abide by all the terms / conditions mentioned in the franchising agreement & license.

**Declaration:**

I, \_\_\_\_\_ s/o d/o w/o \_\_\_\_\_ resident of  
\_\_\_\_\_ declare and undertake that the  
above information is wholly true. I have read and understood the terms and conditions under  
the Franchisee Scheme. I hereby agree to abide by them. I also agree to abide by any changes  
that may be made in them from time to time.

Place:

Date:

Signature of the Applicant

.....

**DEPARTMENT OF POSTS**

(Acknowledgement)

Received one application for franchising from Mr./Mrs./Ms. ....

(Name and address of the applicant)

Daily Dak No. ....

Receipt Assistant Office Stamp

**“NOTE:** Application cum Franchise Agreement Form is also available at the concerned Postal Divisional Office and duly filled up Application Form & other documents are to be submitted to the Sr./Superintendent of Post Offices of the concerned Postal Divisional Office, the competent authority for grant of license under the Scheme. For more details about scheme may contact Sr./Superintendent of Post Offices of the concerned Postal Divisional Office.” Whether this required as we have mentioned that applicant has to apply online.

**Government of India**

**Department of Posts**

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**Memo No.**

**Dated:**

**To**

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**Subject: Award of Franchisee for booking of domestic Postal item(s)**

Ref: Your application dated .....

You are hereby awarded the license for Franchisee under code \_\_\_\_\_ for booking of Inland Speed Post, Speed Post Parcel, India Post Retail Parcel, India Post Contractual Parcel in the locality \_\_\_\_\_. This is subject to the following terms and conditions:

- i. You are attached to \_\_\_\_\_ (name of Linked Office) for handing over the booked consignment(s) and depositing the postage for these consignment(s) thereof and other charges, if any.
- ii. Register yourself on the Self Service Portal and recharge the wallet sufficiently well in advance before initiating any transaction.
- iii. The booked consignment(s) will be processed in the software module as provided by the Department.
- iv. Soft booking data will require to be uploaded on the DoP server through the module provided.
- v. Collect the complaints, if any, of the customers served and forward them to the Link Office for processing.
- vi. Intimate the complaint response to the customers on receipt of the details from the Link Office/Divisional Office.
- vii. Laminated Photo Identity Card provided to the Franchise must always be available with them during the business hours. The said identify card will be deposited with the Department as and when the license is cancelled.

- viii.** Will provide pre-sorted bundles hub/post offices wise as per sorting pattern suggested in case the articles presented are beyond the prescribed threshold limits.

2 This license of Franchisee is awarded for a period of 3 year from the date of issue of these orders. The license is liable to be cancelled at any time if found violating the conditions laid down above.

**Divisional Head**

**Copy to:**

- i. The Sr./Postmaster of the Linked Post Office/Incharge of the BPC/Mail Office
- ii. The SSRM/SRM of the linked NSH/ICH/BPC/BNPL centre
- iii. Sub Division Incharge of respective Sub Division

**Government of India**  
**Department of Posts**

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**Memo No.**

**Dated:**

**To**

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**Subject:       Award of Franchisee for booking of International Postal Consignment(s)**

Ref:   Your application dated .....

You are hereby awarded the license for Franchisee under code \_\_\_\_\_ for booking of International EMS, ITPS and air parcels in the locality \_\_\_\_\_. This is subject to the following terms and conditions:

- i.     You are attached to \_\_\_\_\_ (name of Linked Office) for handing over the booked consignment(s) and depositing the postage for these consignment(s) thereof and other charges, if any.
- ii.    Register yourself on the Self Service Portal and recharge the wallet sufficiently well in advance before initiating any transaction.
- iii.   The booked consignment(s) will be processed in the software module as provided by the Department.
- iv.    Soft booking data will require to be uploaded on the DoP server through the module provided.
- v.     Collect the complaints, if any, of the customers served and forward them to the Link Office for processing.
- vi.    Intimate the complaint response to the customers on receipt of the details from the Link Office/Divisional Office.



vii. Laminated Photo Identity Card provided to the Franchise must always be available with them during the business hours. The said identify card will be deposited with the Department as and when the license is cancelled.

2. This license of Franchisee is awarded for a period of 3 year from the date of issue of these orders. The license is liable to be cancelled at any time if found violating the conditions laid down above.

**Divisional Head**

**Copy to:**

1. The Sr./Postmaster of the Linked Post Office/In charge of the BPC/Mail Office
2. Sub Division In charge of respective Sub Division

**Government of India**  
**Department of Posts**

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**Memo No.**

**Dated:**

**To**

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**Subject:       Award of Franchisee for delivery of postal consignment(s).**

Ref:   Your application dated .....

You are hereby awarded the license for Franchisee under code \_\_\_\_\_ for delivery of Speed Post Parcel, India Post Retail Parcels, India Post Contractual Parcels in the locality \_\_\_\_\_. This is subject to the following terms and conditions:

- i.     You are attached to \_\_\_\_\_ (name of Linked Office) for receiving/handing over the consignment(s) and delivery of these consignment(s) and collecting COD charges, if any.
- ii.    Register yourself on the Self-Service Portal and link the wallet with your POSB /IPPB account well in advance before initiating any transaction.
- iii.   The consignment(s) for delivery will be processed in the software module as provided by the Department through Smartphone of prescribed specification.
- iv.    All delivery confirmation must be uploaded on the DoP server through the module provided in the Smartphone.
- v.     Collect the complaints, if any, of the customers served and forward them to the Link Office for processing.

- vi. Intimate the complaint response to the customers on receipt of the details from the Link Office/Divisional Office.
- vii. Laminated Photo Identity Card provided to the Franchise must always be available with them during the business hours. The said identify card will be deposited with the Department as and when the license is cancelled.

2. This license of Franchisee is awarded for a period of 3 year from the date of issue of these orders. The license is liable to be cancelled at any time if found violating the conditions laid down above.

**Divisional Head**

**Copy to:**

- i. The Sr./Postmaster of the Linked Post Office/Incharge of the BPC/Mail Office
- ii. Sub Division Incharge of respective Sub Division

**Government of India**  
**Department of Posts**

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**Memo No.**

**Dated:**

**To**

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**Subject:       Award of Franchisee for Pick-up of postal consignment(s)**

Ref:   Your application dated .....

You are hereby awarded the license for Franchisee under code \_\_\_\_\_ for pick-up of International EMS, ITPS and air parcels in the locality \_\_\_\_\_. This is subject to the following terms and conditions:

- i. You are attached to \_\_\_\_\_ (name of Linked Office) for handing over the picked-up consignment(s) and depositing the postage for these consignment(s) thereof and other charges, if any.
- ii. Register yourself on the Self-Service Portal and recharge the wallet sufficiently well in advance before initiating any transaction.
- iii. The picked-up consignment(s) will be processed in the software module as provided by the Department.
- iv. Pick-up data will require to be uploaded on the DoP server through the module provided.
- v. Collect the complaints, if any, of the customers served and forward them to the Link Office for processing.
- vi. Intimate the complaint response to the customers on receipt of the details from the Link Office/Divisional Office.

- vii. Laminated Photo Identity Card provided to the Franchise must always be available with them during the business hours. The said identify card will be deposited with the Department as and when the license is cancelled.

2. This license of Franchisee is awarded for a period of 3 year from the date of issue of these orders. The license is liable to be cancelled at any time if found violating the conditions laid down above.

**Divisional Head**

**Copy to:**

- i. The Sr./Postmaster of the Linked Post Office/In charge of the BPC/Mail Office
- ii. The SSRM/SRM of the linked NSH/ICH/BPC/BNPL centre
- iii. Sub Division In charge of respective Sub Division