

### 5.3 Advertising Stickers

Delivery of ordinary Letters & Post Cards was affixed with Promotional Stickers.

After 1990, mostly all post offices are seen using attractive, colourful & well designed labels. They were of different size and were made of self adhesive paper label. The write-up was 'EMS SPEED POST' having more details regarding the name of post office, name of state, article no, weight, date & time of booking and slogan to highlight the characteristics of Speed Post Service.

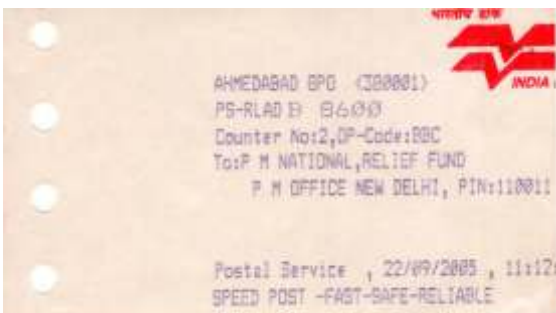


1

SPEED POST - FAST - SAFE - RELIANCE



Baseline Messages on Postal Receipts



SPEED POST - FAST-SAFE-RELIABLE



SPEED POST PASSPORT SERVICE - 150