

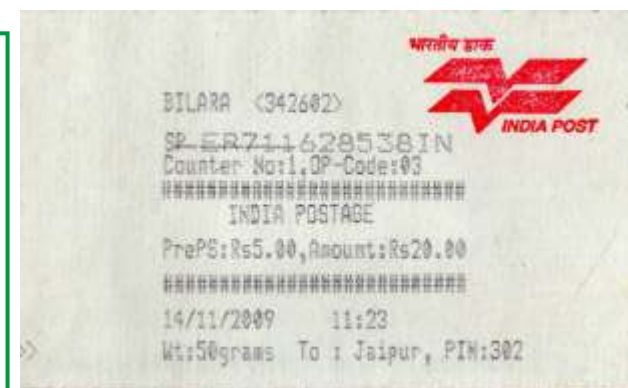


Meter Mark with India Post Logo



Plan For Frame V

1. Story of India Post Logo (On Meter mark's)
2. EMS Pass Port Service
3. Taxes
4. GST
5. BNPL - Book Now Pay Later
6. Propoganda- PostM
7. COVID Induced Challages
8. Digital Stamp



① Type I - Large size Logo

Story of India Post Logo (On Meter mark's)

New Bi-Colour Logo Introduction in 2009



② Type 2 Bi-Colour Logo



③ Type 3 Bi-Colour Large Logo

Nadbai, 2009

Kolkata, 2011, "Experimental" Logo?

India Post Logo (1993)

Indian Post Logo Designed by R. K. Joshi. The logo was launched on India Post Day, October 9, 1993.



India Post New Bi-Colour Logo(24th September 2008)

Oglivy and Mather designed. The new Bi-Colour Indian Post Logo is inspired by the fact that Indian Post carries emotion across physical distance.



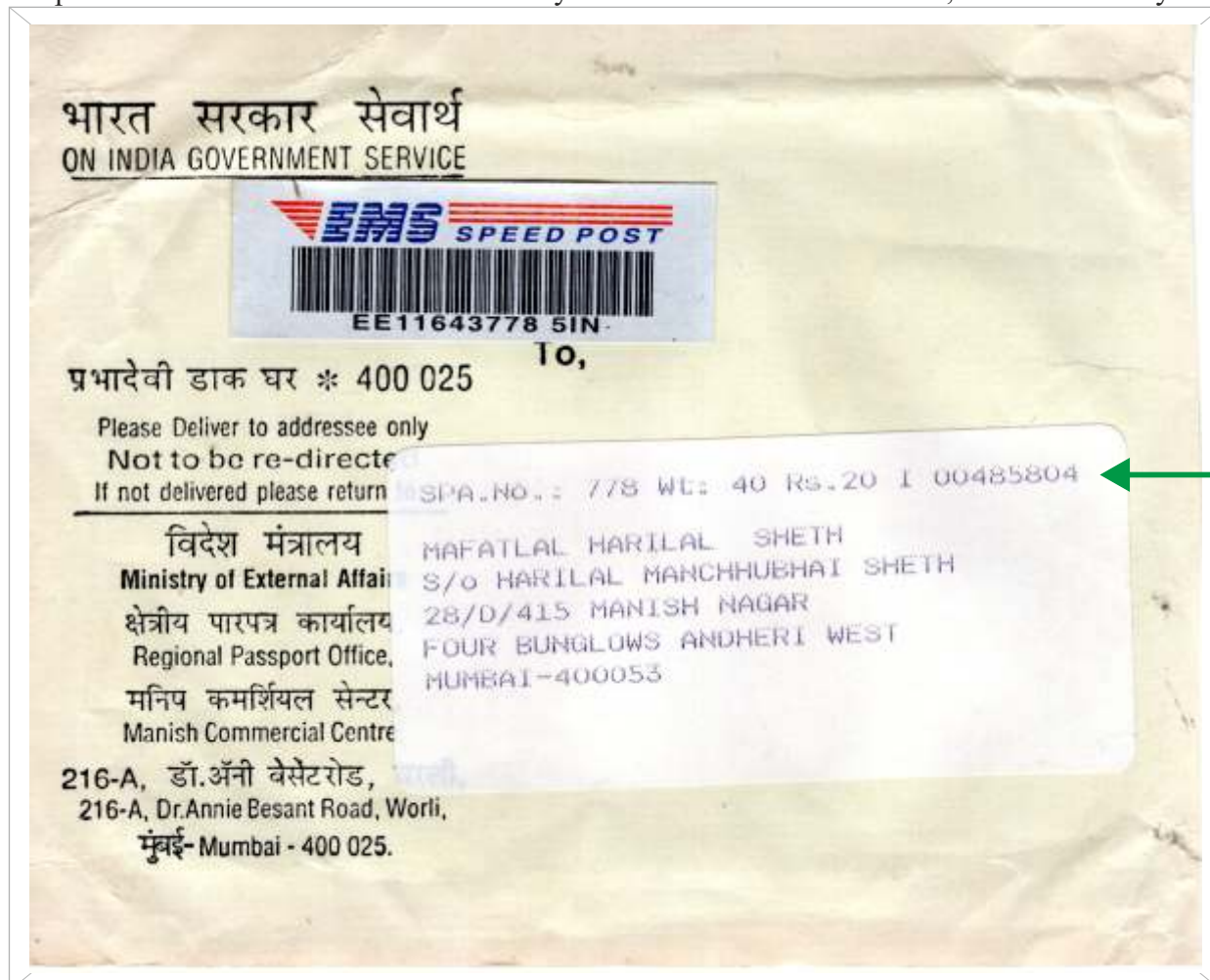
Bilara (14/11/2009)



All covers Posted with One India Rate of Rs.25/-



① A Speed Post cover from Pass Port office Hyderabad sent on 21st Jan 1999, delivered locally on the same day



② A Speed Post cover sent from Pass Port office on 4.7.2004 (Mumbai) to Mumbai (Dely 5.7.2004)

Early Association (1999)
In a unique partnership, Department of Posts and MEA have come together to provide convenience in getting passports by Speed Post (by Registered Speed Post)

Speed Post Passport Service (2001)
The Department of Posts, in partnership with Ministry of External Affairs, launched Speed Post Passport Service on 5th March 2001.



Philatelic Stamp issued with EMS theme

“Speed Post & Arrow Circling the Globe”
Date of Issue : 25th Dec 1993
Perf : 13x13
Printing :
Designer : Sri C.R. Pakrashi
Printed : ISP, Nashik

Date of Issue : 15.12.1997
Perf : 13x13½
Printing : Photogravure
Printed : ISP, Nashik
Mother Theresa, Exhibition, Independence
Golden . Mother with a destitute Child
M.S. Inscribed Speed Post

Date of Issue : 4th Oct 2004
Perf : 14x14
Printing : Photogravure
Printed : ISP, Nashik
“Aspects of modern Postal system
150th Year of India Post”



SPA.No.: 778 WL: 40 Rs.20 I 00485804

③ A “SPEED POST PASSPORT SERVICE” Promotion on booking Receipt (RL)



1997



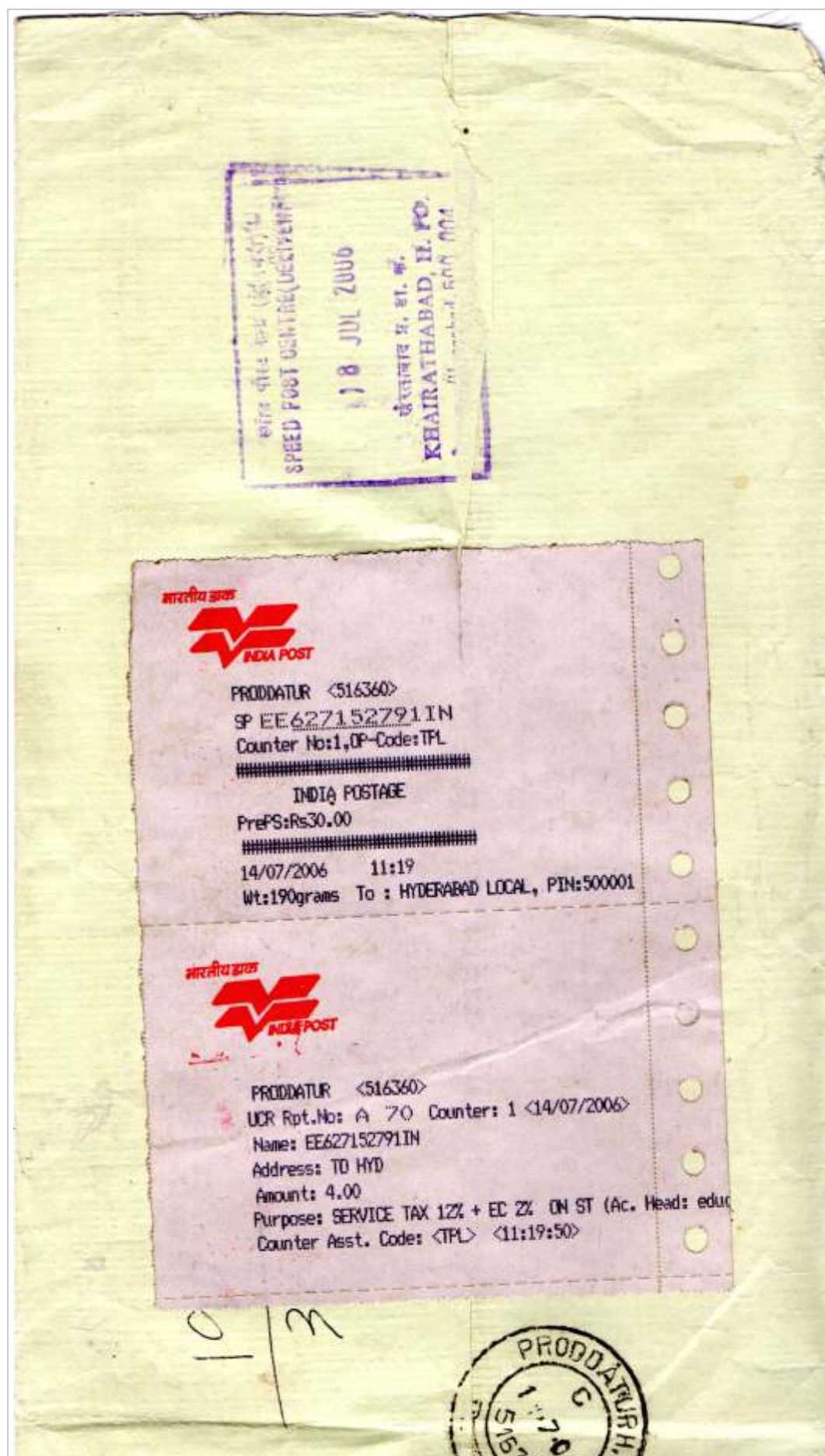
2004



Service Tax & 7 Educational Cess (17th May 2006)

A Levy of taxes at the rate of 12.24% (12% Service Tax + 2% Educational Cess Component) on Speed Post and Express Parcel Post was Levied with effect from 17th May 2006.

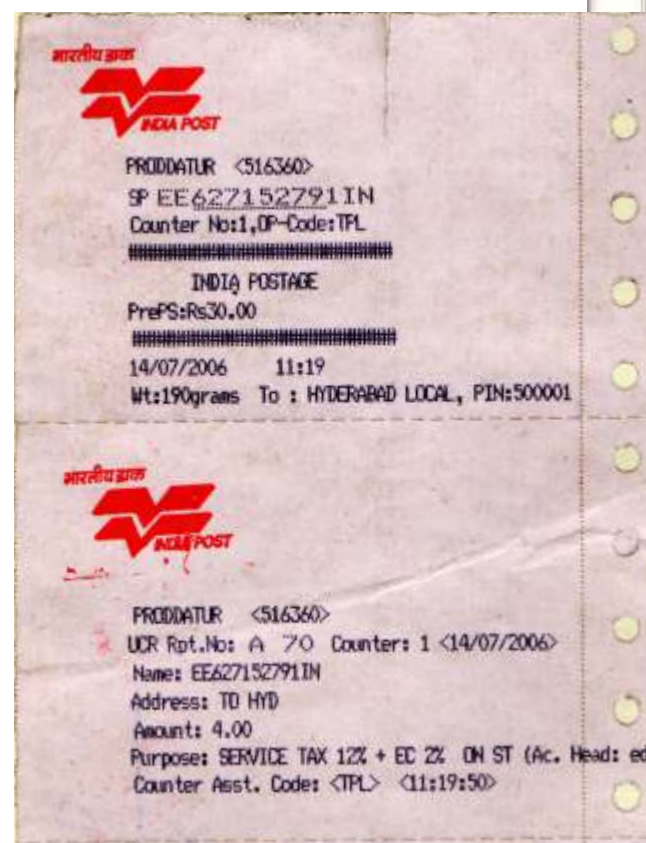
It could be paid in the form of Postage Stamps and accounted for separately (Fractions of rupees were rounded to the next value).



Rate (11.6.2007)
1. 201 to 1000kms
2. 51- to 200gms
3. Speed Post = Rs.30/-

A cover Posted from Proddatur from Proddatur (AP) on (Friday) 14/7/2006 to Hyderabad delivered on (18/7/2006) (Tuesday). 3rd working day. A payment cost Rs.30/- was made Prepaid by stamps.

Reduced scan



GST w.e.f. 1.July 2017

Service Tax is the forerunner of Goods & Services Tax (GST) in India. Service Tax was introduced by Department of Posts on & from 17th May 2006. The Service Tax gave way to GST on & from 1st July 2017. The GST is applicable on Speed Post, Express Parcel Post, Life Insurance and Agency Services provided by the Department of Posts. The GST rate was 18% on Speed Post. The All India Speed Post rate for 50gms is Rs.35/- plus 18% GST, which comes to Rs.41.30/- (Rs.35+Rs.6.30).

Philatelic Cover, 01.Jul 2017 Chennai



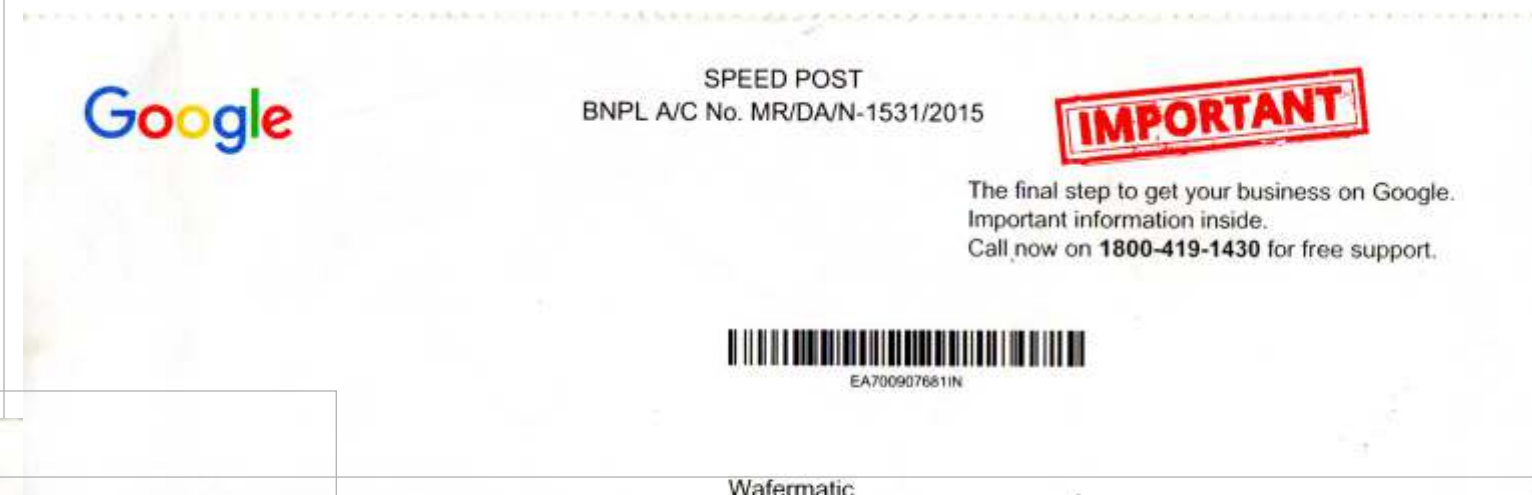
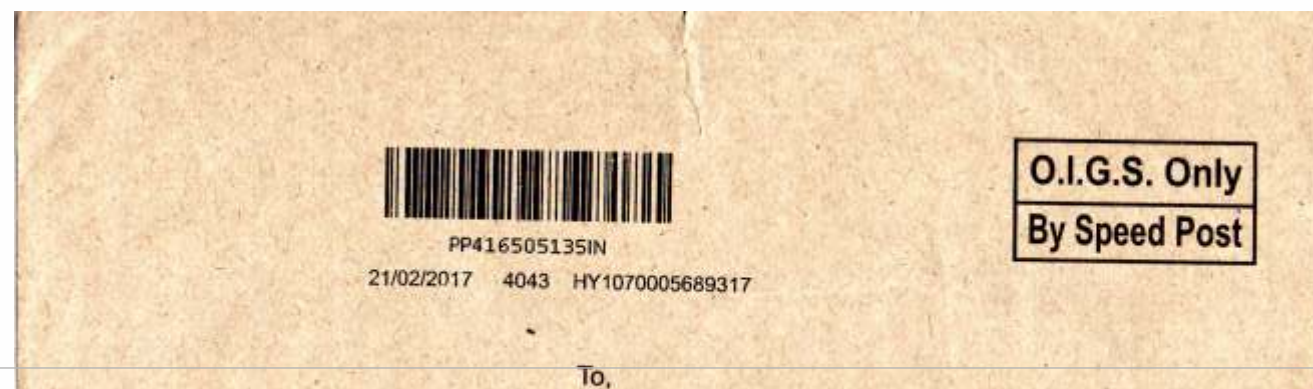
Introduction of GST on Speed Post Services

- ① GSTN No: APPLIED FOR
- ② GSTN No: XXXX
- ③ GSTN No: AAAGF0144BS0001
- ④ GSTN No: 23AAAGS1314171

Various styles of representing GST on Meter Mark & Receipts



Various Extension of Speed Post Services



	Type	Prefix	Image	Year
1.	Passport Service	"PP"		2017
2.	Income Tax Dept.	"IT"		2021
3.	Google	"EA"		2021
4.	IndusInd Bank	"EA"		2019
5.	Rakhi Post	"EN"		2021

Extension of BNPL Services large corporate & Government organization
Please note the change in Pre-fix of the tracking numbers.

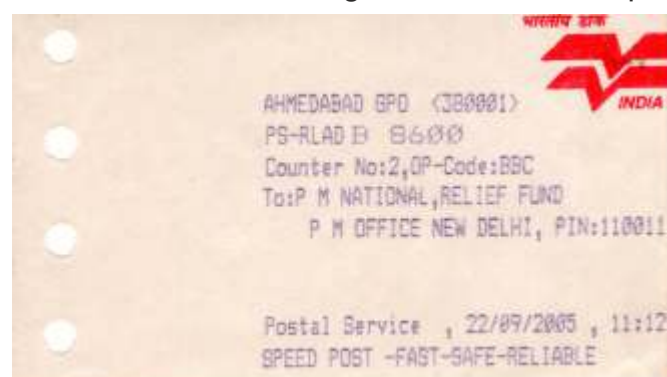
Promotional Sticker - For Speed Post Service

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.



Baseline Messages on Postal Receipts



SPEED POST - FAST-SAFE-RELIABLE



SPEED POST PASSPORT SERVICE - 150



SPEED POST - FAST - SAFE - RELIANCE

① →





A Speed Post cover Posted from Coimbatore on (17/06/2020) delivered on 22/06/2020. After 5 days due to COVID Challenges.



(Size Reduced)

Std. Preprinted stationery

A Speed Post cover Posted from Varanasi on (02/09/2021) delivered on 07/09/2021. After 5 days due to COVID Challenges.



Plain Paper Meter Mark without India Post Logo



Expect Delay in Delivery

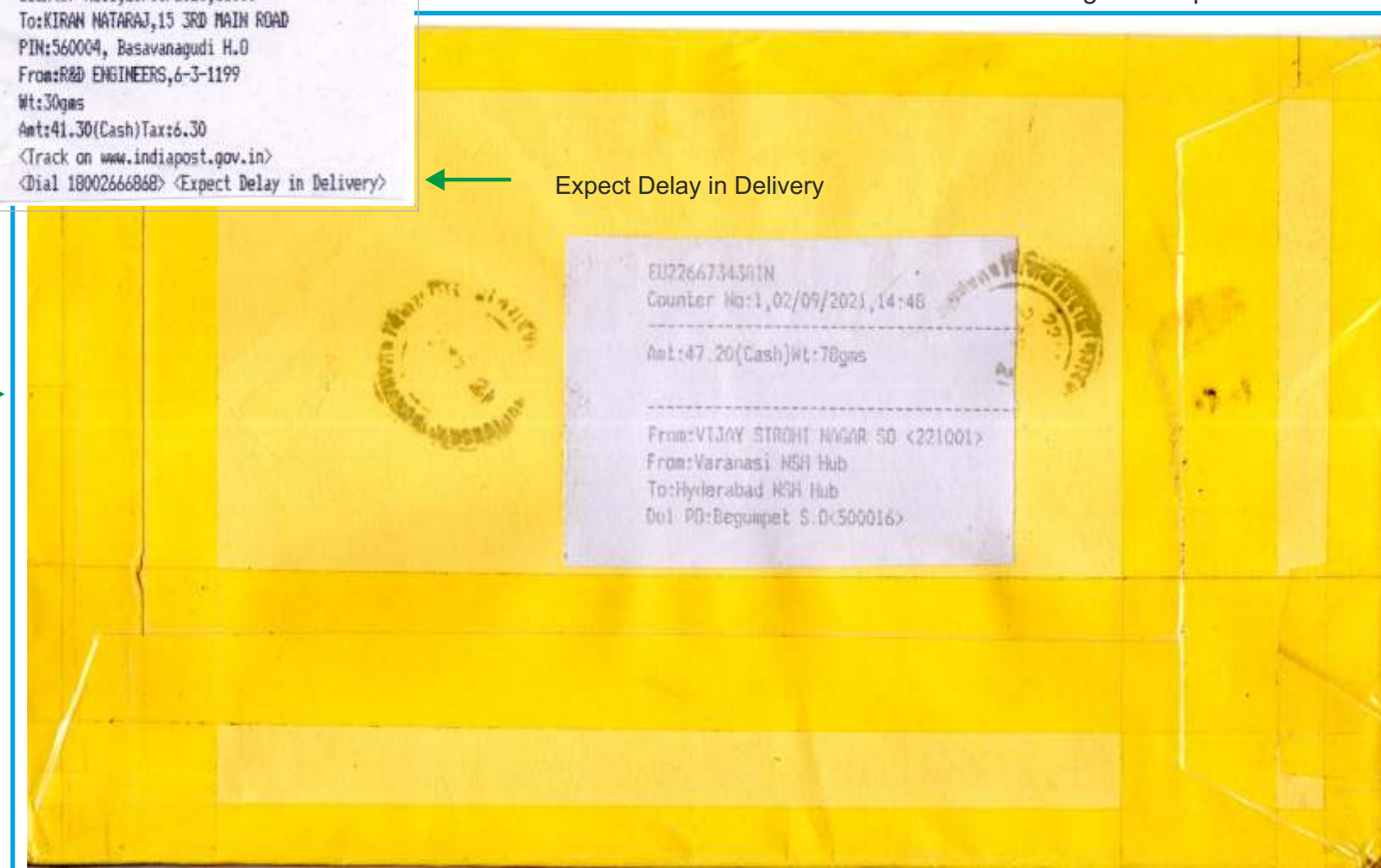
(?) [Missing Message]

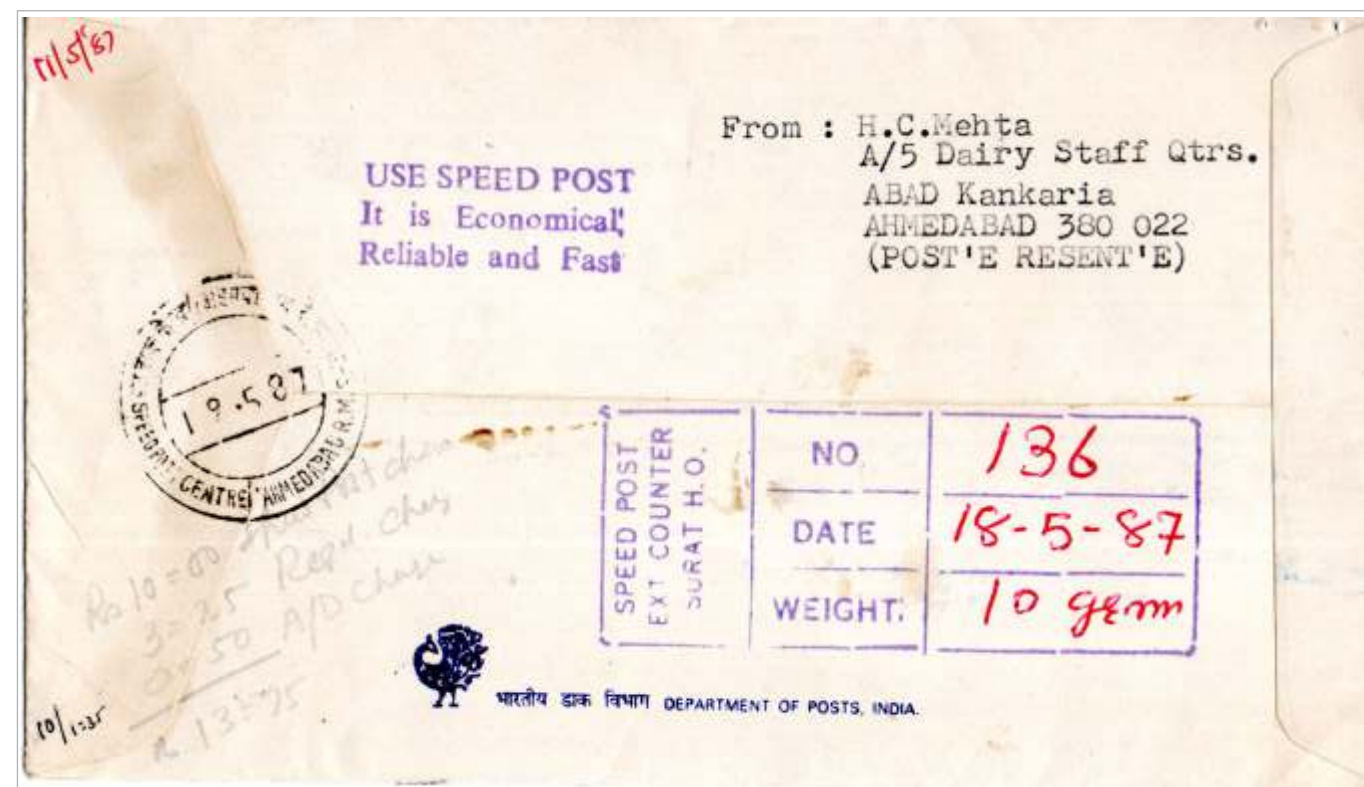
Expect Delay in Delivery



Wear Masks, Stay Safe

Plain Paper Meter Mark without India Post Logo - Due to shortage of Preprinted Stationery





Before.... (1987)

In the first year of start of Speed Post Service all operation were manually recorded.

(a) Weight / (b) Date / (c.) Serial No / (d) Stamp

After.... (2020)

With the advancement of technology, it was in advert that self-service Kiosk with digital payment could become a possibility.

After COVID the digital payment got a further push & Postal department was not far behind to accept & adopt it.

Subject: Smart Post Kiosk
From: "No-Reply" <smartpostkiosk.ka@indiapost.gov.in>
Date: Mon, November 2, 2020 12:46 pm
To: showroom@panfurniture.com
Priority: Normal
Options: View Full Header | View Printable Version | Download this as a file | View Message Details | Add to Address Book | View as plain text

Dear Pan office systems,

Thank you for using Smart Post Kiosk. Your letter has been successfully posted.
Your tracking number is RK112760094IN

Amount Paid : Rs.22

Warm Regards,

India Post This e-mail message is intended to be received only by person entitled to receive the confidential information it may contain. E-mail messages to client of "Department Of POST" may contain information that is confidential and legally privileged. Please do not read, copy, forward, or store this message unless you are an intended recipient of it. If you have received this message in error, please forward it to the sender and delete it completely from your computer system.



Smart Post - Philately cover 28th Oct. 2020 Museum Road Post Office Bengaluru

Scan QR Code



Watch the Video



India Post
Transaction Receipt

Tracking No: EK164000054IN
From : Sushil Mehra
Pincode: 560025
To : Rajesh Padmmani
Pincode : 500016
Weight: 11 grams Amount : 35 INR
CGST 9%: 3.15 INR SGST 9%: 3.15 INR
Total Amount : 41 INR
Date & Time: 02-11-2020 13:33:55 IST
Type: Speed Post

Transaction Details

Cust Ref.No : 11511385771
Deb VPA : 9740425756@paytm
Cred VPA : indiapost.payu@hdfcbank
Order No : 56000187777498
Remarks : postage prepaid

Generated from Smart Post Kiosk-560001

SMART POST FOR SMART PEOPLE