

F. No. 2-1/2025-MD-Part (1)
Government of India
Ministry of Communication
Department of Posts
Marketing Division

Dak Bhawan, New Delhi

Date: 12.03.2026

To

The CPMsG

(Delhi, Maharashtra, Tamil Nadu,
Karnataka, West Bengal, Telangana)

Subject: Launch and Promotional Activities of “24 Speed Post” – Reg.

The Department of Posts is launching “24 Speed Post” as a premium, time-bound express delivery product aimed at strengthening the Department’s presence in the fast-growing express logistics segment. To ensure wide visibility and effective outreach, the Marketing Division has drawn up a comprehensive communication and publicity plan.

2. The campaign adopts a multi-channel approach to reach customers across different platforms. At the national level, a digital promotion campaign has been planned through Google Ads across platforms such as YouTube and Meta to maximize online reach and targeted visibility. This will be complemented by a television advertisement campaign to position the service as a premium and reliable offering. Radio jingles will be broadcast across major cities and commercial centers to reinforce brand recall. Pre and Post event Press release will be given for wider dissemination. Outdoor media campaigns will be undertaken at high-traffic locations and key business hubs to enhance visibility among daily commuters and commercial customers. Also on the day of launch, print advertisements for six cities will be given in leading national and regional newspapers to ensure broad coverage across diverse readership segments and geographic regions.

3. In this regard, circles are requested to undertake following activities:

- The product will be officially launched by the Hon'ble Minister of Communications on 17th March 2026. The tentative minute-to-minute programme of the launch event is enclosed for reference. Circles are requested to ensure participation and extend necessary support so that the launch receive wide visibility and is conducted successfully.
- Each Circle will designate a Post Office for live counter booking, which will be virtually connected to the launch event. The counter booking process will be live-streamed during the programme.
- Following the official launch, Circles are requested to continue the interactive promotional programmes to highlight the key features, reliability, and service advantages of the 24-hour Speed Post service, thereby strengthening customer awareness and confidence.
- Social media platforms may be actively utilized for dissemination of reels, short videos, infographics, teaser creatives, and other digital content to sustain online engagement and amplify campaign reach.
- Circles are also encouraged to engage local influencers and facilitate participation of local media, industry associations, to secure wider publicity and adequate media coverage.
- To support uniform branding and consistent campaign visibility across all regions, financial support of ₹5 lakh per Circle has been provided for undertaking local promotional and awareness activities.
- Field units may utilize the standardized creatives provided by the Marketing Division, including standees, banners, and posters, to ensure consistent brand messaging nationwide.
- These materials should be prominently displayed in Head Post Offices, Sub Post Offices, and other high-footfall offices, particularly near booking counters and customer service areas to maximize customer visibility.
- Where feasible, banners may also be displayed at major business centres, corporate hubs, and bulk customer locations to reach key commercial users.
- The campaign materials may also be used during local outreach events, promotional drives, and public engagement activities, and should be properly installed and maintained to ensure sustained visibility and impact of the campaign.

- To strengthen grassroots outreach and public engagement, Mobile Theatre Van campaigns will be organized in selected regions. These vans, equipped with large display screens, will engage the public through audio-visual presentations, street plays, quizzes, and interactive activities, thereby generating awareness and encouraging direct customer interaction. Circles are requested to actively monitor this campaign.

I request you to personally monitor the implementation of these activities so that the launch receives maximum visibility and the product quickly gains recognition among customers and business users.

Encl: As above,



Priyanka Mishra
Director (Philately & Marketing)

Minute to Minute program

Date : 17-03-2026 at Rang Bhawan Sabhagaar, Akashwani Bhawan, New Delhi

Time	Program Item
12:15 PM – 12:25 PM	Arrival of Guests & registration
12:30 PM	Arrival of HMoC & HMoS
12:30 PM – 12:32 PM	Floral Welcome and felicitation of Hon'ble Minister by Secretary (Posts) / DG Postal Services
12:32 PM – 12:37 PM	Lighting of Lamp
12:37 PM – 12:42 PM	Opening remark by Secretary (Posts)
12:42 PM – 12:52 PM	Address by Hon'ble MoSC
12:52 PM – 12:56 PM	AV film
12:56 PM – 13:00 PM	Launch of 24 SPEED POST, 24 SPEED POST PARCEL & 48 SPEED POST through Remote by HMoC & HoMS. Live streaming from PO counters at all 6 booking locations.
13:00 PM – 13:15 PM	Address by Hon'ble MoC
13:15 PM – 13:20 PM	Vote of Thanks
13:20 PM onwards	Media Interaction / Photo Session