

[PO Order- 04/2026]

No. 39-09/2019-D
Government of India
Ministry of Communications
Department of Posts
Mail Operations Division

Dak Bhawan, Ashoka Road
New Delhi-110001
Dated: 03 Aug 2026

OFFICE MEMORANDUM

Subject: - Introduction of a **Special Discount scheme** for Rakhi mail

This is in continuation of this office OM No. 30-08/2019-D [01/2025] dated 26th September 2025 whereby guidelines on Speed Post discounts and the discount structure for Bulk customers were issued.

2. Now, with a view to encouraging retail customers to use Speed Post services for sending Rakhi Mail during the Raksh Bandhan Festival, it has been decided to offer a 10% discount on postage charges for Inland Speed Post (Document) articles booked as Rakhi Mail, as detailed below.

3. Special Discount of 10% on Rakhi Mail under Inland Speed Post (Document)

3.1 The words "Rakhi Mail" must be written prominently on the front of the envelope.

3.2 The envelope shall be presented at the post office booking counter.

3.3 The 10% discount applies only to postage charges and not to any value-added services.

3.4 The facility will be enabled in the system 15 days before Raksha Bandhan each year, with specific dates to be notified by the Mails Division, Postal Directorate to CEPT.

3.5 The counter PA must verify that the envelope contains a Rakhi (thread, etc.) before booking. However, the envelope shall not be opened for verification and the presence of Rakhi shall be ascertained only by external examination of the envelope.

3.6 A maximum of five Speed Post articles containing Rakhi Mail can be booked at a time by a customer under this scheme. The discount is available only for retail bookings made at post office counters.

3.7 Bulk/corporate customers under BNPL arrangements will not be eligible for this discount.

4. Salient features, Standard Operating Procedure (SoP) of the special discount of 10% to Rakhi Mail is attached as Annexure-I.

5. **Accounting Procedure-**

(i) **Account Code "Deduct Discount /Rebate 1201012800"** may be used for applying the discount at the time of booking in respect of both the scenarios.

(ii) Regarding revenue, Product Wise respective Account Codes which are already mapped in Booking Solution may be used. GST is to be calculated after discount and it is to be Rounded-Off as per the methodology issued vide PA/CSI/02/118/2021-22/3992 to 4048 dated 08.06.2022.

(iii) It should be ensured that there is no manual entry posted in any of these Revenue / Discount Account Codes, except through the system.

6. These instructions shall come into force w.e.f. 12th Aug 2026.

This issues with the approval of competent authority.

Encl: Annexure-I

Digitally signed by
SUREKH REGHUNATHEN
Date: 03-08-2026
17:11:00

(Surekh Reghunathen)
Director(MO)

To,

All Heads of Circles
Addl. DG, APS

Copy for information and n/a to:

1. Sr.PPS to Secretary (Posts).
2. Sr.PPS to Director General Postal Services.
3. Sr.PPS/PPS/PS to the Members of Postal Service Board.
4. CGM/GM, CEPT- with request to modify the system software in tune regarding 10% discount to Rakhi mail and release the same before due date of implementation.
5. CGM, PLI Dte / CCS & RB Dte.
6. Sr.DDG (Vigilance) & CVO/Sr.DDG (PAF).
7. Director, RAKNPA /Directors of All PTCs.
8. GM, Parcel Directorate
9. All DDsG in Postal Directorate / Secretary (PSB)
10. All PMsG In regions
11. All PAOs.

Annexure-I

Special Discount on Rakhi Mail – Inland Speed Post (Document) Service

1. Introduction:

A large volume of Rakhi is booked at post office counters during the Raksha Bandhan season. To attract this business under **Inland Speed Post (Document)**, especially in view of increasing competition from private courier operators, a special 10% discount will be offered on "Rakhi Mail" booked for India Post retail customers.

2. Salient Features of the Scheme:

- a. The words "Rakhi Mail" must be written prominently on the front of the envelope.
- b. The envelope may, however, be presented at the post office counter.
- c. The 10% discount applies only to postage charges and not to any value-added services.
- d. The facility will be enabled in the system 15 days before Raksha Bandhan each year, with specific dates to be notified by the Mails Division, Postal Directorate to CEPT.
- e. The counter PA must verify that the envelope contains a Rakhi (thread, etc.) before booking. However, the envelope shall not be opened for verification and the presence of Rakhi shall be ascertained only by external examination of the envelope.
- f. A maximum of five Speed Post articles containing Rakhi Mail can be booked at a time by a customer under this scheme. The discount is available only for retail bookings made at post office counters.
- g. Bulk/corporate customers under BNPL arrangements will not be eligible for this discount.

3. Standard Operating Procedure:

- a. The discount facility will be enabled in the system 15 days prior to Raksha Bandhan and be available for retail bookings only.
- b. Customers must present the envelope containing the Rakhi, inscribed with "Rakhi Mail", at the booking counter.
- c. The Counter PA must ensure the following before booking:
 - i. "Rakhi Mail" is clearly written on the front of the envelope.
 - ii. The envelope indeed contains a Rakhi – through external examination only.
- d. The PA must also ensure that no more than five articles are booked at a time per customer under this scheme.
- e. During booking, the PA shall:
 - i. Select the 'Rakhi Mail' option in the retail booking screen.
 - ii. Enter complete sender and addressee and other details.
 - iii. Complete booking, after which the system will automatically apply the 10% discount on postage (excluding VAS).
- f. The booking receipt shall display the base tariff, discount, VAS charges, GST, and the total amount payable.

4. Reporting

A consolidated report shall be generated showing circle / Office wise traffic, revenue, discounts availed, and other details for Rakhi Mail during the specified period.