

No. 38-1/2019-PE-II
Government of India
Ministry of Communications
Department of Posts
Establishment Division

Dak Bhawan, Sansad Marg,
New Delhi-110001

Dated: 5th July, 2019.

Office Memorandum

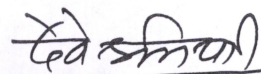
Subject: Creation of Marketing Division in the Postal Directorate.

The undersigned is directed to convey the approval of the Competent Authority for creation of Marketing Division by carving out the marketing work from Business Development and Marketing Directorate. The Marketing Division will look after the following items of work: -

- i. Marketing of all products/services offered by Department of Posts.
 - ii. All matters related to Marketing & Publicity and Brand Promotion.
 - iii. Marketing Research.
 - iv. Social Media, Monitoring & Campaigns.
 - v. Commission market studies/ surveys and engage consultants to test the market and improve the product portfolio.
 - vi. Evolve market strategies, alliances and cooperation to improve operations and increase parcel business.
 - vii. Obtain inputs from operating divisions regarding performance of products and take measures as required to increase visibility and market share of India Post.
2. Marketing Division will be headed by DDG (Marketing) who will report to Member (O).

3. The nomenclature of Business Development and Marketing Directorate is changed to "Business Development Directorate".

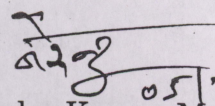
4. This issues with the approval of Competent Authority.


(D. K. Tripathi) 05/07/19

Assistant Director General (Estt.)

Copy to: -

1. Sr. PPS to Secretary (P)/DG Postal Services
2. PPS to Members, Postal Services Board/ Additional DG (Co-Ordination)
3. AS&FA
4. CGM, PLI/BD/Parcel Directorate
5. Sr. DDG (Vigilance)/ Sr. DDG (PAF)
6. Director, RAKNPA
7. All Chief Postmasters General
8. Additional Director General, Army Postal Service, C/O
9. DG P&T Audit, Civil Lines, New Delhi - 54
10. All Postmasters General
11. All DDsG in Postal Directorate
12. GM, CEPT, Mysore, with a request to upload the OM on India Post Website.
13. All Directors/ ADsG in Postal Directorate
14. All Directors of Accounts (Postal)
15. All Sections of Postal Directorate
16. SO Guard File


(Narender Kumar Meena)
05/07/2019
Section Officer (PE-II)