

F. No. 1-3/2017-PBI (pt)
Government of India
Ministry of Communications
Department of Posts
(PBI Division)

Sansad Marg, Dak Bhawan
New Delhi, Dated: 07 February, 2019

To,


1. All CPMsG/PMsG
2. All GM Finance/ DAPs

Subject: **End user Incentive Structure Circular**

Please find enclosed herewith approved incentive structure circular Number 2018-19/Sales Operation/06 dated 05.02.2019 received from IPPB containing levels of end users (i.e. DoP employees and GDS) eligible for incentive, commission/incentive from IPPB to DoP and end users for customer acquisition and various categories of transaction.

2. The detailed policy document will follow.

Encl A/A.


Abhishek Jain
ADG (PBI)

Copy to:

1. Sr. PPS to Secretary (Posts).
2. PS to DG (Posts).
3. PPS/PS to all Members, Postal Service Board.
4. AS & FA.
5. CGM (BD & M)/CGM (PLI) / CGM (Parcel)/ Sr. DDG (PBI)/Sr. DDG (PAF)
6. Director, Rafi Ahmed Kidwai National Postal Academy.
7. All DDsG/GMs
8. GM (CEPT), Mysore, with a request to upload the order on India Post website



इंडिया पोस्ट
पेमेन्ट्स बैंक

IndiaPost
PaymentsBank

India Post Payments Bank

Speed Post Centre, Market Road, Bhai Veer Singh Marg, New Delhi – 110001

Circular:2018-19/ Sales Operation/06

Date: February 05, 2019

Subject: End User Incentive Structure Circular

The End-User Incentive parameters have been approved by the competent authority.

The Approved Incentive Structure and its Salient features are produced below for your reference

1. Levels of Employees for Incentive

	Single Hand BOs	Double Hand BOs	SOs	HOs
Level 0	GDS BPM	GDS DA	Postman/ PA	Postman /PA
Level 1		GDS BPM	SPM	PM
Level 2			ASP / IPO	

2. Approved Incentive Structure

	Total Commission from IPPB to DoP	Last Mile Agent LO	Level 1	Level 2	DoP Share
Incentives for customer acquisition (Rs. per account acquired)					
Account Opening – Savings	10	7	0	0	3
Account Opening – Current	50	45	0	0	5
Incentives for customer transaction (% commission per revenue generating transaction)					
Product Commission	30%	25%	4.50%	0.50%	0%
Channel Commission	30%	25%	4.50%	0.50%	0%
Third Party Commission	30%	25%	4.50%	0.50%	0%
Transaction – Self Service	5%	5%	0%	0%	0%



इंडिया पोस्ट
पेमेन्ट्स बैंक

India Post
Payments Bank

3. Incentives: Qualifiers

3.1 Savings Account

A savings account will be recognized and therefore qualifying for Incentive payment provided there is a cumulative credit of Rs. 100 within 30 days of account opening.

Therefore, a funded account as defined above will qualify for account opening Incentive on fulfillment of either of below mentioned conditions

- Linkage of POSA with-in 30 days of account opening.

OR

- Cumulative Revenue Generation of Rs. 30 within 90 days of account opening.

3.2 Current Account

On Current accounts where the average monthly balance is Rs. 1000 for a period of 3 successive months beginning with the month subsequent to the month in which account is opened

&

Cumulative revenue generation of Rs. 50 from transactions within 90 days of account opening

The contents of the aforementioned Incentive Structure for the End Users may please be apprised and shared with the concerned stakeholders.

Detailed Incentive policy document will follow shortly.

Yours faithfully,

Gursharan Rai Bansal
(CGM & CSMO, IPPB)