

F. No. 6-1/2019 - PBI (Pt.)  
Government of India  
Ministry of Communications  
Department of Posts  
(PBI Division)  
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Sansad Marg, Dak Bhawan  
New Delhi, Dated: 10<sup>th</sup> December, 2019

**Subject: SMS Content for DoP Products through IPPB Mobile Application.**  
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As per available data currently there are 9.29 crores active single (not joint) POSA accounts out of total 10.45 active POSA accounts, whereas only 1.28 lakhs POSA accounts have been linked to IPPB as on 20.02.2019. Secretary (Posts) has reiterated time and again, the need for linking POSA account to IPPB. Linking of POSA with IPPB offers not only complete bouquet of banking services to existing POSA customers (including free movement of funds from IPPB to POSA and vice-versa, Bill payment, online fund transfer, doorstep services etc.), but also offers the following advantages to the Department :-

(i) It provides alternate channel for deposits and withdrawal from POSA account. There is also need to encourage existing direct RD customers, SSA and PPF customers who visits post offices for deposit of installments and contributions to make these not at the counter but through digital channels. This not only reduces rush at the counters but results in less cash requirement at Post offices and reduces cash management costs. This will also help to fulfill the government's vision of less cash economy and more digital transactions.

(ii) With reduced queue at the counters, counter PA can provide better and customized services to existing and new customers resulting in cross selling of all postal and financial services.

2. IPPB is promoted by the Department and 100 % owned by the Government. It also adds to the number of financial services and products available through the Post Office. Therefore, it is requested to send customized SMS from your end to all customer and end users for information of facilities being provided. List of proposed customized SMS is at **Annexure - I**.

3. It is also requested that the content of the these messages be used on posters in Post Office and jingles and any other marketing and communication done by Circles and IPPB Branches. PBI Division may be informed about the progress of the implementation.

Encl. :- As Above

Yours sincerely



(Manisha Sinha)

To,

All CPMsG

Copy to :- CEO & MD, IPPB Ltd., New Delhi – 110 001 for information.

## List of customized SMS

S. No.	Message	Character#	Frequency
1	Dear Customer, Your trusted POSTMAN has become a banker now. India Post introduces 'INDIA POST PAYMENTS BANK (IPPB)'. To open IPPB account, just dial 155299.	157	Alternate Day
2	Dear Customer, India Post brings India's most accessible bank 'INDIA POST PAYMENTS BANK (IPPB)' at your doorstep. To open IPPB account, just dial 155299.	153	Alternate Day
3	Dear Customer, Now you can transfer money to Sukanya Samridhi A/c through IPPB Mobile App without visiting Post Office. To open IPPB account, just dial 155299.	160	Alternate Day
4	Dear Customer, Now you can pay your RD/LARD Instalments through IPPB Mobile App instantly and safely. To open IPPB account, just dial 155299.	142	Alternate Day
5	Dear Customer, Now you can invest in India Post PPF A/c through IPPB Mobile App without visiting Post Office. To open IPPB account, just dial 155299.	149	Alternate Day
6	Dear Customer, Now you can buy our mail products through cashless payment by using IPPB Mobile App. To open IPPB account, just dial 155299.	139	Alternate Day