India Post , India's Department of Post, is a government operated postal system in India;

India Post unveiled a new logo in September 2008 to signify that it is all set to attune to the world class postal systems. The new logo has a rectangle in the shape of an envelope in deep red with the image of birds' wings in bright yellow. Red symbolises the traditional association with post office, along with passion, power and commitment, while yellow communicates hope, joy and happiness. It sends the message of India Post as a dynamic organisation with modern and professional approach in its service to the common man, business and corporate clients. India Post will very soon acquire a number of aircrafts to carry letters, parcels and logistic consignments for making overnight delivery in major towns of the country. India Post will also offer a host of new customer services to be launched very soon. These will include express parcel post retail service, gift parcel post service, logistics post air service, sale of gold coins through retail post, express money order service, speed post call centres and a range of new international services. The unveiling of the logo marks a new beginning in the journey of India Post.

The new logo was built with the help of Ogilvy and Mather.

The original logo shown alongside is relatively plain but similar to the new logo. The existing logo of Indi

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