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## Isfahan, Half the World's Beauty

Isfahan, Iran's third-largest city, flourished between the 11th and 18th centuries and still retains much of its former glory. This city boasts numerous historical buildings, some of which are registered as UNESCO World Heritage Sites. Isfahan is renowned for its beautiful Islamic architecture, grand boulevards, covered bridges, palaces, mosques, and minarets. In Iranian culture, it is poetically referred to as "Half the World."

Naghshe Jahan Square, one of the largest squares globally, is an outstanding example of Islamic architecture and a UNESCO World Heritage Site. Isfahan is also one of Iran's industrial and commercial centers. Its abundance of ancient and historical artifacts, along with natural attractions, makes it a focal point for both Iranian and foreign tourists.



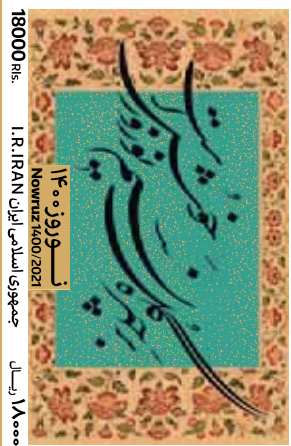




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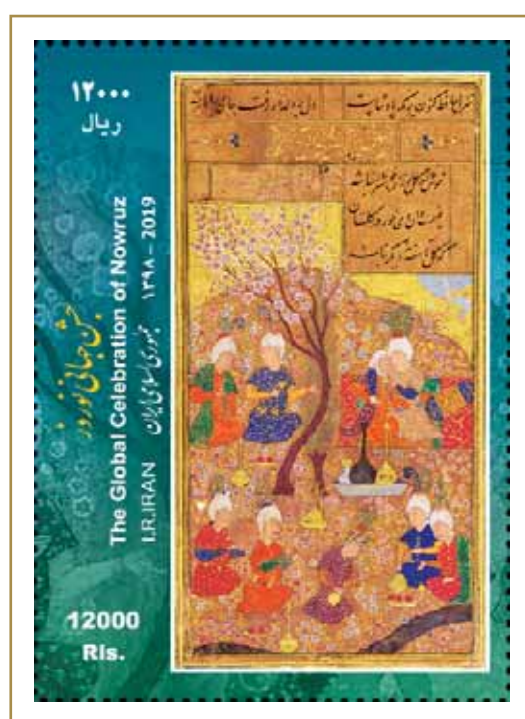
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Nowruz 1400 / April 2021  
Source: National Library and Archives of  
Islamic Republic of Iran  
poetry: Khayyam  
Calligraphy: Ghaffar Ghanbarpour  
Design: Hossein Filizadeh



## Stamps: **Tiny Windows into a Nation's Soul**

The postage stamps issued by the National Post of Iran are more than postal tools—they are artful reflections of national identity. Each stamp captures a unique aspect of Iran's culture, history, nature, and innovation. Over the years, Iran Post has published a wide array of stamps commemorating historical events, national heroes, artistic masterpieces, scientific achievements, and global cooperation. These stamps, cherished by collectors and admired by the public, serve as lasting symbols of Iran's voice on the global philatelic stage.



The ancient art of crafting pen boxes (ghalamdands) in Iran reached its zenith during the Safavid, Zand, and Qajar eras. These essential tools for calligraphy were adorned with precious materials such as fine wood, intricate khatamkari, miniatures, golden illuminations, camel bone, ivory, and occasionally jewels. Symbolizing royal opulence and aristocratic taste, they also reflected Iranians' deep appreciation for writing and calligraphy. Safavid pen boxes, renowned for their unparalleled miniatures and illuminations, gained global fame and are now preserved in prestigious museums as invaluable treasures of Iranian art and culture.







## Green Post: Embracing Clean Energy for a Smarter Tomorrow

As part of its commitment to sustainability and innovation, the National Post Company of Iran has launched the Green Post initiative, an environmentally responsible approach to modern logistics.

Key among its efforts is the integration of solar energy systems in postal facilities across the country. By equipping buildings with solar panels, Iran Post is taking a



major step toward reducing dependency on fossil fuels, lowering operational costs, and contributing to a cleaner environment.

Additionally, the company has begun deploying electric motorcycles in its delivery fleet. These vehicles offer a sustainable alternative to traditional fuel-powered transport, significantly cutting emissions while maintaining high delivery efficiency in urban areas.

Together, these measures reflect Iran Post's forward-looking vision to align logistics infrastructure with green energy solutions, creating a smarter, cleaner, and more resilient postal ecosystem.

## Kolah Farangi Mansion: The Birthplace of Wireless Communication in Iran

Located within the Ministry of Communications compound on Shahid Ghandi Street, the Kolah Farangi Mansion was built in 1924 by the Ministry of War. Its distinctive dome, resembling European hats of the time, inspired its name. In 1926, the mansion received Iran's first wireless message from Russia, marking the beginning of the country's radio and telegraph network. It played a vital role in establishing wireless communication across Iran and was officially registered as a national heritage site in 2000.



In addition to its historic role in wireless communication, the Kolah Farangi Mansion showcases a blend of Iranian and European architecture. Its original T-shaped design housed technical equipment. Later expansions supported the growth of communication technologies, making the mansion a symbol of Iran's progress in the field.



## Communications Museum of Iran: A Journey Through Iran's Communication Heritage

The Communications Museum of Iran was inaugurated in February 1991 and is housed in one of Tehran's most historic government buildings, located on Imam Khomeini Street. This architectural landmark dates back to 1928 and was designed by the Georgian architect Nikolai Markov, with construction carried out by renowned Iranian architects including Ebrahim Memar Bashi. The building showcases a unique blend of Achaemenid and Safavid architectural styles, reflecting Iran's rich



cultural heritage. Covering more than 6,000 square meters, the museum features a wide range of exhibits related to postal services, telegraphy, telephony, and wireless communication technologies.

### Architectural Significance

- **Style:** National Style, combining Persian and Islamic elements
- **Materials:** Brickwork, stone columns, decorative plasterwork, and intricate carvings
- **Designers:** Nikolai Markov, Ebrahim Memar Bashi
- **Features:** Symmetrical facade, central dome, grand entrance, and landscaped courtyard



exhibitions on stamps, currency, telecommunications, and the history of telegraphy in Iran. Despite its museum function, the building continues to operate as the main postal office for Gilan Province.

### **Architectural Highlights:**

- The facade features intricate brickwork and tall decorative columns, reflecting a harmonious fusion of classical and modern aesthetics.



- A pitched roof and expansive windows enhance both its elegance and functionality.
- The interior retains its vintage charm, preserving the historical ambiance of the space.

Today, the building stands as one of Rasht's most admired tourist attractions, drawing the attention of visitors and photographers alike for its architectural beauty and cultural significance.

## Rasht Municipality Post Office Building

The historic Post Office Building of Rasht Municipality, also known as the Post and Communications Museum, is a prominent architectural landmark situated on the northern side of Rasht's Municipality Square. Constructed during the early Pahlavi era, this edifice dates back nearly a century. Its construction began in 1931 and was completed in 1933.

Registered as a national heritage site on March 15, 2001, the building exemplifies



a blend of traditional and modern design elements. The structure comprises four levels: a ground floor, two upper floors, and a distinctive pavilion-style rooftop known as a “Kolah Farangi.” The ground and first floors form an L-shaped layout, while the second floor is positioned above the entrance and eastern wing. The third level, designed in the Kolah Farangi style, adds a unique character to the building's silhouette.

Originally serving as the central post office of Rasht, the building has since been repurposed as the Post and Communications Museum. It now hosts periodic



- **Basement:** Storage areas, parking facilities, and freight handling zones, accessible via specialized elevators.

After the Islamic Revolution, the building was equipped with advanced machinery from Japan's NEC Corporation, transforming it into a mechanized postal hub and symbolizing the modernization of Iran's postal infrastructure.



### **Evolution and Technological Advancement**

In recent years, the rise of e-commerce and changing consumer behavior have driven the need for smarter logistics. Traditional mail sorting systems have been replaced by intelligent automation and robotics, aligning the facility with contemporary postal technologies.

Today, the Tehran Central Mail Processing Center is not only a vital operational node but also a celebrated example of functional modern architecture. It holds a distinguished place in Tehran's urban memory, reflecting both the evolution of postal services and the enduring legacy of thoughtful design.



## Tehran Mail Processing Center: A Glimpse into Its History, Architecture, and Function

Located at Lashgar Crossroads, the Tehran Central Mail Processing Center is one of Iran's most iconic postal and administrative buildings. Its distinctive facade sets it apart in Tehran's urban landscape, making it a landmark of both architectural and operational significance.

Designed in 1975 during the late Pahlavi era by Abdol-Aziz Farman farmaian, a



pioneer of Iranian modern architecture, the building showcases innovative design principles. Inspired by the geometric precision of a honeycomb structure, the facade features a rhythmic pattern of 125×125 cm modules, exemplifying the elegance and discipline of modernist architecture.

The structure consists of four above-ground floors and a basement, with clear spatial divisions between operational, administrative, and industrial zones:

- **Floors 1-3:** Expansive halls dedicated to mail reception/acceptance, dispatch, and sorting.
- **Fourth Floor:** Open layouts and ample natural light accommodate administrative and industrial support units.

## Customer Contact Center (193): Smart, Responsive, Nationwide

With a vision to modernize and enhance its customer service infrastructure, the National Post Company of Iran has taken significant strides in transforming its Customer Contact Center (193) into a smart, integrated support hub. Leveraging artificial intelligence, advanced software platforms, and up-to-date communication technologies, this center delivers fast, intelligent, and comprehensive assistance



to customers across the country. Beyond addressing inquiries and service requests, the center actively collects customer feedback to identify strengths and weaknesses in service delivery, fueling a cycle of continuous improvement. A key innovation has been the launch of provincial contact centers, supported by localized software solutions and trained personnel familiar with the dialects and languages of each region. This has allowed for deeper engagement, more personalized communication, and a more satisfying experience for local customers. Through this nationwide transformation, Iran Post's Contact Center has become a cornerstone of customer-centric innovation, committed to building trust and delivering excellence in every interaction.



## Vehicle fleet: **Modern, Efficient, Ready for Tomorrow**

The National Post Company of Iran has significantly upgraded its vehicle fleet in recent years to meet the growing demands of e-commerce and modern logistics. This includes the acquisition of hundreds of new delivery vans and heavy-duty trucks, which have doubled the company's cargo transport capacity. In line with environmental goals, Iran Post has also initiated the phased deployment of electric



motorcycles for last-mile delivery, reducing emissions and promoting cleaner urban logistics.



## Empowering E-Commerce: From Local Hands to Global Markets

The National Post Company of Iran, leveraging its extensive network, has created an ideal platform for e-commerce development. Through collaborations with online stores like ebazar, it has facilitated the growth of home-based businesses, particularly in remote areas, at affordable prices. Products such as needlework, wicker handicrafts, saffron, and precious stones are among the native goods



delivered to customers via online orders.

The postal service has also established effective communication channels, fostering tourism and handicrafts as complementary industries. Expanding e-commerce and international postal exchanges is a key strategic goal for Iran Post, aiming to enhance interaction with UPU member countries' postal operators. This approach boosts remote economies and promotes the global dissemination of Iranian culture and art.

## Automated Sorting Robots: Precision at High Speed

To meet the challenges of growing parcel volumes and ensure timely dispatch, the Iran National Post is leveraging automated sorting robots within its smart logistics centers. These intelligent machines are capable of processing thousands of items per hour with exceptional accuracy, ensuring that each parcel is directed to its exact destination point.



Equipped with vision systems, AI algorithms, and real-time data tracking, the robotic sorters dramatically reduce human error, increase throughput, and support scalable operations during peak seasons. This investment positions Iran Post at the forefront of automated logistics infrastructure in the region.



## Smart Parcel Lockers: Redefining Last-Mile Delivery

As customer expectations for flexibility and convenience continue to grow, the National Post Company of Iran has introduced smart parcel lockers as a modern solution for last-mile delivery. Strategically placed in public and high-traffic locations, these self-service lockers offer 24/7 access, allowing recipients to pick up their parcels at their own convenience, without the need to coordinate delivery times.



Smart lockers not only enhance customer experience but also reduce delivery failures, optimize delivery routes, and contribute to environmental sustainability by minimizing repeated delivery attempts. This initiative reflects the company's commitment to user-centric, tech-enabled logistics.

## Transforming Mail Processing with Smart Sorting

In response to the significant rise in postal traffic driven by the rapid growth of e-commerce in recent years, manual sorting of parcels has become increasingly time-consuming. Given the critical importance of timely dispatch, implementing smart solutions to ensure optimal speed and process quality has become essential. To meet this challenge, the National Post Company of Iran has prioritized the deployment of smart sorting systems as a key strategic initiative. These advanced



systems play a vital role in enhancing the overall quality of postal services by dramatically improving the speed, accuracy, and efficiency of mail and parcel sorting. Beyond operational improvements, the integration of smart sorting technologies opens new horizons for innovation, facilitating the adoption of information systems and emerging technologies such as artificial intelligence, predictive analytics, and data-driven logistics. This advancement marks a decisive step toward building a modern, intelligent postal network that is fully equipped to meet the evolving demands of today's digital economy.







## Vision

To be a pioneering and innovative provider of reliable postal and logistics services, playing a key role in developing the country's digital economy ecosystem.

## Mission

To deliver high-quality postal services by leveraging skilled human capital and modern technologies, through the country's most extensive physical communication network, to create a distinctive and satisfying customer experience.

## Objectives

- To enhance economic strength and drive productivity growth.
- To develop innovative business models, value-added services, and smart postal solutions.
- To expand access to sustainable services and continuously improve the customer experience.
- To upgrade operational environments, equipment, and infrastructure.
- To promote e-commerce and strengthen international postal exchanges.



and Telephone was officially formed. This marked the beginning of a new era in the expansion and modernization of postal infrastructure across the nation.

Following the Islamic Revolution, Iran's postal system underwent a new phase of transformation. Innovative postal methods and technologies were progressively integrated, significantly improving both the quality and reach of services. A major milestone came in 1988 (1367 SH) when the national postal organization was restructured as an independent government-owned company. This strategic shift allowed for greater operational flexibility and responsiveness to emerging needs.

As of recent data, Iran Post, with a workforce of 14,620 full-time employees, provides postal services through 1,079 permanent post offices, 9,246 non-governmental agencies, and 3,822 rural post offices across the country. This extensive network ensures nationwide coverage and accessibility, connecting even the most remote areas to the national and global communication grid.



Contrary to initial assumptions that digital transformation might diminish the role of postal services, the rapid adoption of electronic communication, the rise of e-commerce, and the advent of smart living underscored the enduring relevance of postal networks. The COVID-19 pandemic, one of the most defining global crises of the 21st century, further highlighted the critical role of postal services. Iran Post quickly adapted, expanding and strengthening its services to fill emerging gaps in logistics and communication.

This profound transformation positioned Iran Post as a key player in the modern economy and digital business landscape. Its role evolved beyond traditional mail delivery to become an integral intermediary between producers and consumers. The shift from envelopes to parcels and packages reflects this significant metamorphosis in the postal industry, marking a new chapter in the legacy of communication and commerce in Iran.

## Iran Post: A Timeless Journey of Innovation and Connectivity

Iranians were among the first nations to establish an organized postal system, dating back nearly three thousand years to the era of the Achaemenid Empire. This early system, known as Chapar, laid the foundation for a structured communication network across the vast Persian territory. The Chapar service functioned as one of the most sophisticated and vital administrative institutions of ancient Persia, designed to ensure reliable and swift correspondence between the central government and its provinces.



The Chapar couriers, renowned for their speed and endurance, traveled long distances on fast horses, maintaining a constant flow of information across the empire. These couriers delivered important news, official dispatches, and governmental reports from the farthest

corners of the realm to the capital and vice versa with remarkable efficiency. Significant developments in the Iranian postal system occurred during the mid-19th century under the leadership of Mirza Taqi Khan Amir Kabir. During his tenure as Prime Minister, a modern postal service was initiated. Structured postal routes between cities were established, postal tariffs were defined, and formal regulations were introduced. In 1909 (1288 AH), the Ministry of Post was restructured with a new organizational framework. At Amir Kabir's directive, postal services were extended beyond governmental use to serve the general public as well. During this period, telegraph services were also introduced, leading to the formation of the Ministry of Post and Telegraph. Later, in 1929, with the acquisition of shares in the Telephone Company, the Ministry of Post, Telegraph,









## IRAN – The Land of History, Culture, and Hospitality

Located in the heart of the Middle East, Iran is a country with a rich cultural heritage that spans over 2,500 years. As the cradle of one of the world's oldest civilizations, Iran boasts ancient cities, magnificent architecture, and breathtaking landscapes. From the ruins of Persepolis, the ceremonial capital of the Achaemenid Empire (UNESCO World Heritage Site), to the intricately tiled domes of Isfahan and the poetic charm of Shiraz, Iran offers an unforgettable journey through time.

Iran's diverse geography includes vast deserts like the Dasht-e Kavir, lush forests of the Caspian region, and towering peaks such as Mount Damavand, the highest volcano in Asia. This natural variety supports a wide range of ecosystems and traditional lifestyles, from the nomadic tribes of the Zagros Mountains to the bustling bazaars of Tehran, the modern capital city.

With a population of over 92 million people and a total area of approximately 1,648,195 square kilometers, Iran ranks as the 17th most populous country in the world. The majority of Iranians live in urban areas, with Tehran being the most populous and influential city.

Beyond its history and nature, what makes Iran truly special is its people. Iranian hospitality is legendary, travelers are often surprised by the warmth, generosity, and curiosity of locals eager to share their culture. Persian cuisine, poetry (notably the works of Hafez and Rumi), traditional music, and vibrant handicrafts contribute to the country's rich cultural mosaic.

Iran is a member of the UNESCO World Heritage Convention, with 27 sites inscribed as of 2024, reflecting its global cultural significance. It is also a key member of the Economic Cooperation Organization (ECO) and has diplomatic and cultural ties with numerous countries across Asia, Europe, and beyond.

Iran has a diversified industrial base and is recognized as a major economic power in the region. It holds significant reserves of oil and natural gas, making energy exports a cornerstone of its economy. In addition, Iran has developed strong capabilities in sectors such as automotive manufacturing, steel production, agriculture, and pharmaceuticals. The country's strategic geographic location, linking Central Asia, the Middle East, and Europe, positions it as a key trade hub along international corridors. With growing infrastructure in free trade zones and an increasingly skilled workforce, Iran continues to expand its industrial capacity and international trade partnerships.



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# IRAN



Nasir al-mulk Mosque



Tomb of Hafez



Perspolis Capital



Bam Citadel



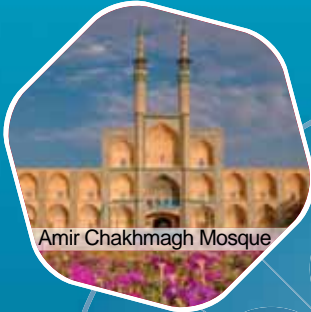
Aali Qapu Palace



Three Railway Lines



Gate of All Nations



Amir Chakhmagh Mosque