

Terms & Conditions For Promotional Mailers Advertisement with IRCTC

- 1) Parties Interested for promotional Mailers with IRCTC will have to deposit **Rs 25000/** as registration amount, refundable upon **final closure** of promotional Mailers with IRCTC.
- 2) Creative and advertisement clashing with the IRCTC products and Interest will be summarily rejected.
- 3) IRCTC does not assure or guarantee any kind of responses from the customers end, parties are wholly responsible for campaign to generate responses, any kind of reports and data for the Advertisement campaign will not be provided by IRCTC.
- 4) Once the parties have released order for Promotional Mailers and subsequently approved by IRCTC after sharing the counts (No of users) with the parties, it can't be reverted or withdrawn. Party has to pay full amount even if it fails to go ahead with the campaign for the whole duration. Besides registration amount will stand cancelled.
- 5) The Maximum time for Commencing Mailer campaign will be 5 days from IRCTC end involving approval, sharing counts, test mail Etc.Also likely to vary depending upon conditions and campaigns. Therefore parties have to plan accordingly to execute the campaign.
- 6) The Maximum Time period allowed between subsequent E -Mailers of the same Release order will be 10 Days and parties are requested to design campaigns accordingly.
- 7) Invoice and billing will be raised on the date the first Mailers are shot, even if mails are sent in phases with different creative for remaining period. Hence payment receiving date will be calculated on the same.
- 8) Delay in payment will attract an interest of 18% on the total Invoice amount raised, besides forbidding parties to start New Advertisement campaigns subsequently with IRCTC.
- 9) Payment has to be paid with in 15 days the first Mailer activity is started. DD/ cheque should be drawn in favor Of Indian Railway Catering and Tourism Limited, Payable at New Delhi.
- 10) IRCTC is not responsible for any kind of postal delay or loss while sending invoice and payment intimation to parties, intimation will be mailed to the designated E –Mail Id about Invoice No and payment details the day it is raised, on request scanned/duplicate

copy will be E Mailed to the concerned parties. There fore it is binding upon the parties to pay the amount with in stipulated period and coordinate with the IRCTC to ensure prompt services.

- 11) Parties deducting TDS amount on invoice amount is required to update TDS certificates/forms every quarterly to IRCTC.
- 12) IRCTC requests two way communications for efficient services to parties and to avoid/minimize reminders between IRCTC and parties.
- 13) IRCTC has the sole right to reject the creative and campaign, no communication will be entertained on this matter.
- 14) Address and contact details of parties is to be E-mailed to the undersigned Id- (Marketing@irctc.co.in) for proper coordination and effective communication
- 15) Any kind of communication regarding advertisement campaign will be entertained only when mailed to (Marketing@irctc.co.in) or a written letter addressed to the IRCTC office.