



“ Let your product reach
**The Right Customer at
The Right Time** ”



Ping us on business@irctc.co.in (mailto:business@irctc.co.in)
to Advertise with IRCTC

IRCTC offers a wonderful opportunity to reach out to an exclusive registered users base of over 5.8 Crore Creditworthy, Internet savvy users spread across the country and all over the world. Along with options for sending the mails, SMS & advertisements to registered & active user base. IRCTC also offers extremely focused targeting of various sections of our user base such as Age, Sex, Class of travel, ticket status, source station, destination station, ticket status, schedule arrival & departure time etc. many more permutations & combinations.

Train Ticketing Statistics

(Appx.)



User Details

Total User base	NO. of Active Users	Daily new User Registration
6.6 Cr	5.2 Cr	25,000



Website & Mobile User

Daily Website logins	Daily Mobile App logins
40 lacs	20 lacs



Ticked Booked & Canceled

Daily No. of Tickets booked	Daily No. of Tickets Canceled
7.31 lacs	1.49 lacs



%Customers Traveled By

1st Class AC	2nd Class AC	3rd Class AC	Sleeper Class
1%	7%	29%	63%



%Customers Booked through

Credit Card	Debit Card	Net Banking	Wallet
16%	39%	37%	8%

1) Banner/Video Advertisement on IRCTC Website & Mobile App

Currently IRCTC using DFP (Double Click for Publisher) for Banner and video advertisement on various ad slots available on IRCTC website & Mobile app. So interested advertising agencies may please contact us on business@irctc.co.in (mailto:business@irctc.co.in)

2) Advertisement through Promotional Mailers

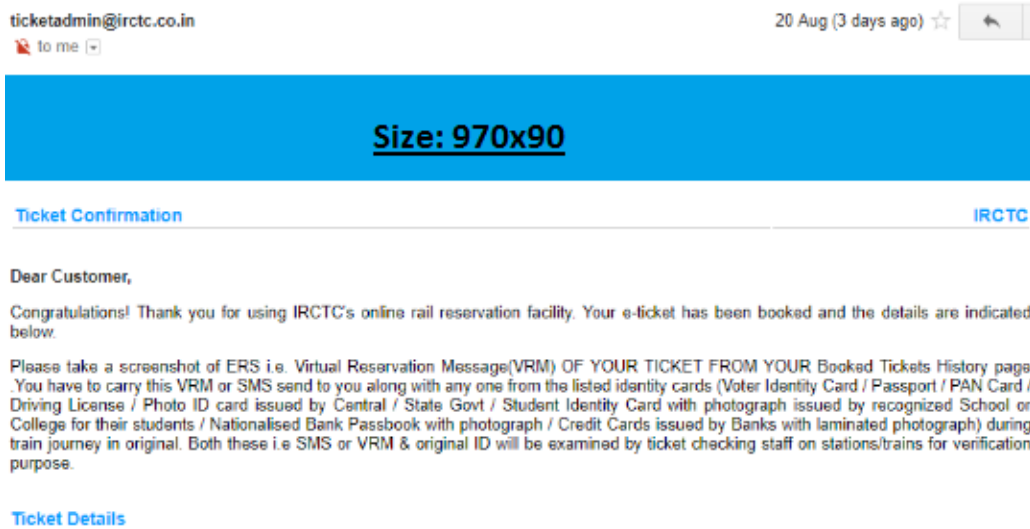
Advertisement through mails is one of the very vital part of marketing and IRCTC has a brand name and credibility to fulfill the dreams of interested companies, who can be immensely benefited by association of IRCTC. Interested companies can advertise their products to grow the business by sending the promotional mailers through IRCTC domain to its registered, transacting and non-transacting users.

3) Advertisement through Promotional SMS

IRCTC can connect its larger audience to various companies by sending promotional SMS at right place and right time to IRCTC customers on their mobiles phones. The ad can be given in maximum of 160 characters per SMS. Contact IRCTC Marketing team for further details.

4) Advertisement on ticket booking and cancellation mailers

IRCTC can connect its larger audience to various companies by sending promotional SMS at right place and right time to IRCTC customers on their mobiles phones. The ad can be given in maximum of 160 characters per SMS. Contact IRCTC Marketing team for further details.



5) Advertisement on ERS issued to customer

The 2 banner spaces of size 365*120 are available on ticket confirmation ERS (Electronic Reservation Slip) of IRCTC for promoting products of various companies. The advertisement on ERS will allow companies to target very exclusive set of IRCTC customers. Contact IRCTC Marketing team for further details.

