



“ 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 6.6 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, 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	5.53 Cr	37,000



Website & Mobile User login

Daily Website logins	Daily Mobile App logins
11 Lacs	47 Lacs



Website & Mobile App Unique Visitor

Daily Unique visitor on Desktop	Daily Unique visitor on Mobile App
6.12 Lacs	21.30 Lacs



Ticket Booked & Canceled

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



% Online Ticket Booked

Daily avg Tickets booked through website	Daily avg Tickets booked through mobile app
35%	34%



% 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 Google Ad Manager 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.

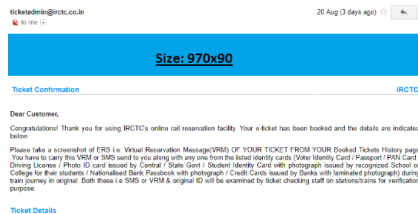
3) Advertisement through Promotional SMS

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 offers Excellent opportunity to various Companies for displaying Advertisement Text Links to about 8 Lakh Ticket Confirmation/Cancellation mails sent by IRCTC through email ticketadmin@irctc.co.in

. Ticket admin mail screenshot shown below:-



5) Advertisement on ERS issued to customer

The banner space of size 970x90 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.



6) Advertisement through Push Notification on IRCTC Mobile App & Website

IRCTC can connect its larger audience to various companies by sending push notification at right place and right time to IRCTC customers. The ad can be given in image file of 360x240 & an icon file of 100x100 along with landing a page URL. Contact IRCTC Marketing team for further details.

7) Advertisement through IRCTC 139 Jingles platform

You can book any of the mentioned half hour slots on daily, weekly or monthly basis. As far as full 24 hour booking is concerned you can run jingle on alternate half hour slots which will make sure that your ads are run evenly for half an hour in every hour of the day. Jingle costing is based on half hour slots and there is no unit based costing for it. Contact IRCTC Marketing team for further details.

8) IRCTC Terms & Conditions

#	IRCTC Terms & Conditions for Web and App Advertisement
1	All payment to IRCTC shall be made by the advertiser through online account only.
2	GST of 18% will be charged extra over and above the rates mentioned by IRCTC even for direct campaign, Google PG/PO deals.
3	In case of targeted advertisement 20% extra charges + GST, will be applicable over and above standard defined rates. This will also be applicable on Roadblock campaign but will not be applicable on defined IRCTC exclusive audiences.
4	Release/Purchase order of less than Rs. 1 lakh will not be entertained for direct advertisements.
5	Against any release/purchase order, a line item of less than 1 lakh impressions will not be executed.
6	Multiple creatives can be served with no additional cost, provided no targeting parameters are added by advertiser.
7	Creatives/third-party tag rendering and max creative file size should be in line with IAB (Interactive Advertising Bureau) guidelines.
8	Creatives/ad assets should be shared preferably 24 Hours before the campaign goes live.
9	Bulk impressions for multiple advertisers are not allowed. RO/PO should be released per advertisers only.
10	Advertisers should take prior approvals of the ads from Marketing team.
11	If the campaign amount is more than 10 lakhs and running for more than 20 days, then 50% payment may be deposited at the start of the campaign and rest of the 50% payment should be done, once about 30% of the overall impressions have been delivered by IRCTC but in this case IRCTC will send original invoice only after receiving the full payment against the campaign.
12	In case of roadblock the mentioned impressions are expected to be served but if committed impressions are achieved then left over impressions will be served by IRCTC for same campaign.
13	IRCTC ad-server numbers will be used for all the campaign related reconciliation/aspects.
14	In case of third party tags, if unapproved ads are served by advertisers then campaign will be stopped immediately and no refund will be given.
15	The requested ad bookings/dates will be confirmed only on formal Release Order (RO) or Purchase Order (PO) & advance payments received by IRCTC.
16	The advertisement will be displayed as per the date mentioned in the RO/PO. No modification in RO/PO is allowed once the requested ad booking/dates will be confirmed by IRCTC.
17	In case IRCTC is not able to execute the full campaign after receiving the payment then refund will be given on pro-rata basis.
18	Roadblock campaign will always be given the precedence over ROS (Run of Site) or impressions based campaign. In this case, next available dates or other similar ad locations will be proposed to the advertising agency. If advertising agency is not interested in running the ad on any other location/dates, then RO/PO will be cancelled and payment will be refunded on pro-rata basis or will be adjusted in next campaign of same advertiser.

Free Gifts & Offers (Sponsorship):

Interested Parties can also offer free Gifts to IRCTC customers randomly selected every week.

Please feel free to contact us at business@irctc.co.in (mailto:business@irctc.co.in) or at undersigned address for more details.

[Click Here to Read Terms & Conditions \(http://contents.irctc.co.in/en/Terms_condition_Mailers.pdf\)](http://contents.irctc.co.in/en/Terms_condition_Mailers.pdf)