



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



Write us at [marketing@irctc.co.in](mailto:marketing@irctc.co.in) to Advertise with IRCTC

IRCTC offers a wonderful opportunity to reach out to an exclusive registered users base of over 15 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, Gender, Class of travel, ticket status, source station, destination station, ticket status, schedule arrival & departure time etc. many more permutations & combinations.

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

IRCTC with a credible user base of more than 13 Crores offers advertisers/companies/organizations an opportunity to showcase/display their products and services on IRCTC Digital Platform. IRCTC has more than 20 prominent ad locations on IRCTC Website and Mobile APP with different rates and sizes offered on eCPM (Per thousand impressions displayed) rate, Roadblock rates and Bulk Impressions eCPM rate.

Interested companies can advertise to grow the business by showcase their product and services on IRCTC platform to its registered, transacting and non- transacting users.

**For more details-** Check below link

**[https://contents.irctc.co.in/en/Banner Advertisement.pdf](https://contents.irctc.co.in/en/Banner%20Advertisement.pdf)**

## Train Ticketing Statistics (as in March 2024) ( Appx.)



### User Details

Total User base	No. of Active Users	Daily New User Activation
<b>16.74 Cr</b>	<b>10.00 Cr</b>	<b>91,787</b>



### Website & Mobile User

Daily Website logins	Daily Mobile App logins
<b>17.31 lacs</b>	<b>51.77 lacs</b>



### Ticked Booked & Canceled

Daily No. of Tickets booked	Daily No. of Tickets Canceled
<b>12.38 lacs</b>	<b>3.19 lacs</b>



### %Customers Traveled By

1 AC	2 AC	3 AC	SL	2S	Others
<b>0.92%</b>	<b>7.29%</b>	<b>27.80%</b>	<b>40.25%</b>	<b>12.11%</b>	<b>11.63%</b>



### Website and Mobile App Unique Visitors

Daily Website logins	Daily Mobile App logins
<b>8.75 lacs</b>	<b>23.75 lacs</b>



Total ERS Print & Download (Daily Avg.)	<b>7.53 Lac</b>
Booking & Cancellation Email Sent (Daily Avg.)	<b>15.57 Lac</b>

## 2) Advertisement on ticket booking and cancellation mailers

IRCTC offers excellent opportunity to various companies for showing 728\*90 (In Pixels) medium leaderboard banner to about 14 lakhs ticket confirmation/cancellation mails sent by IRCTC through ticketadmin@irctc.co.in email.

The invoice will be raised before the start of the campaign and the payment has to be done in advance and minimum order should be 5 lacs booking/cancellation mailers advertisement. The following is the pricing model for showing the banner advertisement on ticket confirmation and cancellation mailers.

**Booking Confirmation on IRCTC, Train: 12309, 23-Sep-2023, 3A, PNBE - NDLS**

1 message  
 ticketadmin@irctc.co.in <ticketadmin@irctc.co.in>  
 To: rhlsmn1@gmail.com  
 Fri, Sep 15, 2023 at 3:09 PM

Dear RAHUL SUMAN (User Id: rhlsmn1),

Thank you for using IRCTC's online rail reservation facility. Your booking details are indicated below:

PNR No.:	8729497156	Train No./Name:	12309 / KATM TEJAS RAJ	Quota:	GENERAL
Transaction ID:	1000444287407	Date & Time of Booking:	15-Sep-2023 03:03:09 PM IIRC	Class:	THIRD AC
From:	PATNA JN (PNBE)	Date of Journey:	23-Sep-2023	To:	NEW DELHI (NDLS)
Boarding At:	PNBE	Date of Boarding:	23-Sep-2023	Scheduled Departure:	23-Sep-2023 10:35
Reservation Slip No.:	NEW DELHI (NDLS)	Subsequent Arrival:	24-Sep-2023 07:30	Airail:	GNBE II
Passenger Mobile No.:	7368911543	Distance:	866KM		

**Passenger Details**

Sl. No.	Name	Age	Gender	Status	Coach	Seat/ Berth/ WL No
1	RAHUL SUMAN	37	Male	CHP	89	24

**Fare Details (Inclusive of GST)**

Ticket Fare	Convenience Fee	Total Fare
Rs. 2415.00	Rs. 23.60	Rs. 2438.60 *

\* Payment Gateway charges as applicable.  
 IRCTC SBI Platinum credit card: Book Free Train tickets using Reward Points on www.irctc.co.in  
 Enjoy zero payment gateway charge.

**Must Read**

Please take a screenshot of PNR in Virtual Reservation Messages/CMR in VEG/IR/IRMS/1-1000M VEG/IR/IRMS/Booked Tickets History page. You have to carry this VHM or IRMS card to you along with any valid (approved) ID card class.

## 3) Advertisement on ERS issued to customer

The 2 banner spaces of size 728\*90 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.

**Electronic Reservation Slip (ERS)-Normal User**

Booked From: NEW DELHI - NDLS (NEW DELHI) | Boarding At: NEW DELHI (NDLS) | To: PATNA JN (PNBE)

Start Date: 09-Oct-2023 | Departure: N.A. | Arrival: N.A.

**NI CHECK TIMINGS BEFORE BOARDING**

PNR	Train No./Name	Class
2102172434	12310 / RJPB TEJAS RAJ	THIRD AC (3A)
Quota	Distance	Booking Date
GENERAL (GN)	1000 KM	19-Sep-2023 17:19:47 HRS

**Passenger Details**

#	Name	Age	Gender	Catering Service Option	Booking Status	Current Status
1	RAHUL SUMAN	37	M	VEG	CNF/B2/19/UPPER	CNF /B2/19/UPPER

Transaction ID: 100004452427869  
 IR recovers only 57% of cost of travel on an average.

**Payment Details**

Ticket Fare	₹ 1,910.00
Catering Charges (Incl. of GST)	₹ 275.00
IRCTC Convenience Fee (Incl. of GST)	₹ 23.60
Travel Insurance Premium (Incl. of GST)	₹ 0.35
Total Fare (all inclusive)	₹ 2,208.95

PG Charges as applicable (Additional)

IRCTC Convenience Fee is charged per e-ticket irrespective of number of passengers on the ticket.  
 \* The printed Departure and Arrival Times are liable to change. Please check correct departure, arrival from Railway Station Enquiry or Dial 139 or SMS RAIL to 139.

\* This ticket is booked on a personal User ID, its sale/purchase is an offence u/s 143 of the Railways Act, 1989.  
 \* Prescribed original ID proof is required while travelling along with SMS/VRM/ERS otherwise will be treated as without ticket and penalized as per Railway Rules.

अपने मेडिकल दस्तावेज़ डिजिटली स्टोर और शेयर करें कहीं भी, कभी भी  
 आयुष्मान भारत हेल्थ अकाउंट (ABHA) से

भारत ही भारत! ABHA खाते।  
 मिनिट: abdm.gov.in  
 सहायता: 14477

Indian Railways GST Details:  
 Invoice Number: P523210217243411 | Address: Indian Railways New Delhi  
 Supplier Information: SAC Code: 996421 | GSTIN: 07AAAGM289C1ZL  
 Recipient Information: GSTIN: NA | Name: NA | Address: NA

**Place of Supply: Delhi(7) | State Name/Code of Supplier: Delhi/DL**

**INSTRUCTIONS:**

- Prescribed Original ID proofs are: Voter Identity Card / Passport / PAN Card / Driving License / Photo ID card issued by Centre / State Govt. / Public Sector Undertakings of State / Central Government, District Administrations, Municipal bodies and Panchayat Administrations which are having serial number / Student Identity Card with photograph issued by recognized school or college for their students / Nationalized Bank Passbook with photograph / Credit Cards issued by Banks with laminated photograph/Unique Identification Card "Aadhaar", m-Aadhaar, e-Aadhaar, (Passenger showing the Aadhaar/Driving License from the "Issued Document" section by logging into his/her Digilocker account considered as valid proof of identity. (Documents uploaded by the user i.e. the document in "Uploaded Document" section will not be considered as a valid proof of identity).
- PNRs having fully waitlisted status will be dropped and automatic refund of the ticket amount after deducting the applicable CLEARENCE by Railway shall be credited to the account used for payment for booking of the ticket. Passengers having fully waitlisted e-tickets are not allowed to board the train. However, the names of PARTIALLY waitlisted/confirmed and RAC ticket passenger will appear in the chart and will be allowed to board the train.
- Passengers travelling on a fully waitlisted e-ticket will be treated as "Ticketless".
- Obtain certificate from the TTE / Conductor in case of (a) PARTIALLY waitlisted e-ticket when LESS NO. OF PASSENGERS travel, (b) J.C. FAILURE, (c) TRAVEL IN LOWER CLASS. This original certificate must be sent to IRM (T), IRCTC, Internet Ticketing Centre, IRCA Building, State Entry Road, New Delhi-110025 after filing TDR online within prescribed time for claiming refund.
- PNRs having fully waitlisted status will be dropped and automatic refund of the ticket amount after deducting the applicable CLEARENCE by Railway shall be credited to the account used for payment for booking of the ticket. Passengers having fully waitlisted e-tickets are not allowed to board the train. However, the names of PARTIALLY waitlisted/confirmed and RAC ticket passenger will appear in the chart and will be allowed to board the train.
- In case train is late more than 3 hours, refund is admissible as per railway refund rules only when TDR is filed by the user before the actual departure of the train at boarding station and passenger has not travelled.
- In case of train cancellation on its entire run, full refund is granted automatically by the system. However, if the train is cancelled partially on its run or diverted and not touching boarding/destination station, passengers are required to file online TDR within 72 hours of scheduled departure of the train from passengers boarding station.
- Never purchase e-ticket from unauthorized agents or persons using their personal IDs for commercial purposes. Such tickets are liable to be cancelled and forfeited without any refund of money, under section 143 of the Indian Railway Act 1989. List of authorized agents are available on www.irctc.co.in under "Find My Agent" option.
- For details, Rules, Refund rules, Terms & Conditions of Catering services, Travel insurance facility etc. Please visit www.irctc.co.in
- While booking this ticket, you have agreed of having read the Health Protocol of destination state of your travel. You are again advised to clearly read the Health Protocol advisory of destination state before start of your travel and follow them properly.
- The FR forms are available with on board ticket checking staff, train guards and train escorting RPF/GRF staff.
- Variety of meals available in more than 1500 trains. For delivery of meal off your choice on your seat log on to www.catering.irctc.co.in or call 1323 Toll Free. For any suggestions/complaints related to Catering services, contact Toll Free No. 1800-111-821 (07:00 hrs to 22:00 hrs)
- National Consumer Helpline (NCH) Toll Free Number: 1800-11-4000 or 14004
- You can book unreserved ticket from UTS APP or ATVMs (Automatic Ticket Vending Machines) located in Railway Stations.

Contact us on: - care@irctc.co.in OR 24\*7 Hrs Customer Support at 14448 OR 0755-6610-662, 0755-4090600

**Enjoy 10% Off on Flight Booking of IRCTC\***

Use Code: **BOOKIRCTC**

**अगर आप ऑनलाइन ठगी के शिकार हैं**  
 If you are a victim of cybercrime

Helpline No. 1930  
 and register your complaint at  
 www.cybercrime.gov.in

Cyber Crime Help

**Swachhata Hi Seva**  
 19 September - 2 October, 2023  
 Garbage Free India

**LIFE**  
 Lifestyle for Environment

Print ERS Without Advertisements (X)



#### 4) Advertisement through Push Notification on IRCTC Website and Mobile app

IRCTC can connect its larger audience to various companies by sending Push Notification at IRCTC website and Mobile App to IRCTC customers on their mobiles phones. Push notifications appear as alert-style messages on the home screen of a user's device may be laptop, computer and mobile device. The user does not need to have the web browser or mobile app open or running to receive a notification from that app. Push notifications with a unique opportunity to engage and communicate with their users, when used correctly. Push notification are available through all operating systems. Push notifications provides with a unique opportunity to engage and communicate with their users, when used correctly.



#### 5) Advertisement through Chatbot on IRCTC Website and Mobile app

IRCTC can connect its larger audience to various companies through advertisement at IRCTC website to IRCTC customers.

#### 6) 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.

**For more details/Rates Please click-** IRCTC  
Promotional SMS/ Mailers policy\_  
([https://contents.irctc.co.in/en/Promotional\\_Mailer.pdf](https://contents.irctc.co.in/en/Promotional_Mailer.pdf))

#### 7) Advertisement through 139 Jingles on IRCTC Website and Mobile app

IRCTC can connect its larger audience to various companies by advertisement through 139 jingles to IRCTC customers.