



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



Ping us on [business@irctc.co.in](mailto: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 10.5 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(as on October 2021) ( Appx.)



#### User Details

Total User base	NO. of Active Users	Daily New User Activation
<b>10.5 Cr</b>	<b>7.47 Cr</b>	<b>45,368</b>



#### Website & Mobile User

Daily Website logins	Daily Mobile App logins
<b>32.8 lacs</b>	<b>90 lacs</b>



#### Ticked Booked & Canceled

Daily No. of Tickets booked	Daily No. of Tickets Canceled
<b>14.13 lacs</b>	<b>2.37 lacs</b>



#### %Customers Traveled By

1st Class AC	2nd Class AC	3rd Class AC	Sleeper Class
<b>0.36%</b>	<b>3.62%</b>	<b>15.20%</b>	<b>36.13%</b>

### 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 For more details- Policy\_of\_Empanelment\_of\_ad\_Agency  
([https://contents.irctc.co.in/en/Policy\\_of\\_Empanelment\\_of\\_ad\\_Agency.pdf](https://contents.irctc.co.in/en/Policy_of_Empanelment_of_ad_Agency.pdf))

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### 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.

The Invoice will be raised before the start of the campaign and we appreciate advance payment. The following is the pricing of promotional mailers.

We send promotional mailers to various customers using our registered user database. Promotional e-mails can be sent to entire users or can be sent on profile basis.

Transacting Users		Non-Transacting User		Total User base	
Rates Per Mailer	User base	Rates Per Mailer	User base	Rates Per Mailer	User base
Rs. 1	0-1 Lakhs	Rs. 0.30	Below 5 Lakhs	Rs. 0.50	Below 5 Lakhs
Rs. 1	1 to 3 Lakhs	Rs. 0.20	Above 5 Lakhs	Rs. 0.40	Above 5 Lakhs
Rs. 0.60	Above 3 Lakhs				

**Note:** GST will also be applicable on above charges.

### 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.

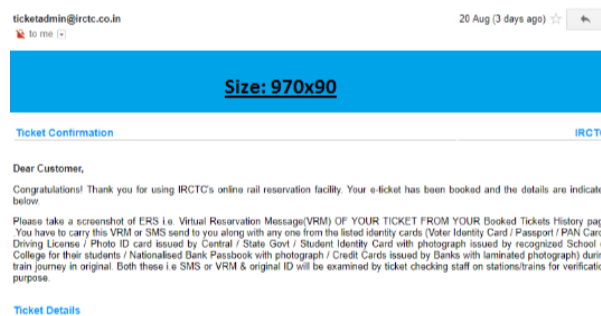
For more details/Rates Please click- IRCTC Promotional SMS/ Mailers policy ([https://contents.irctc.co.in/en/Terms\\_condition\\_Mailers.pdf](https://contents.irctc.co.in/en/Terms_condition_Mailers.pdf))

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### 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.

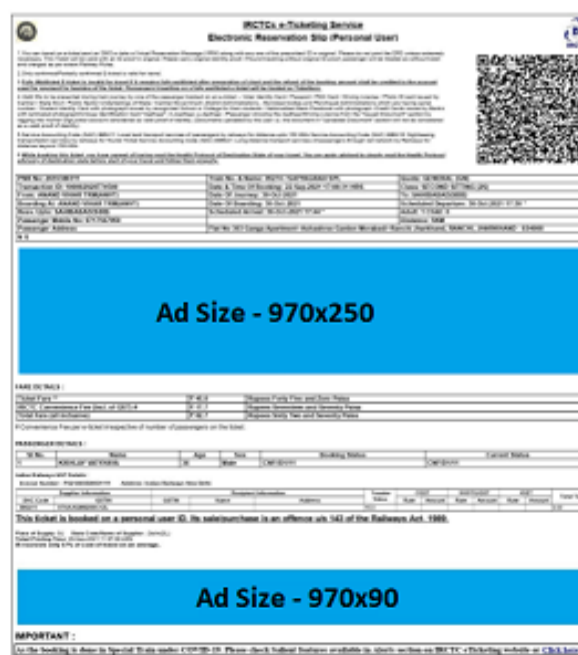
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### 5) Advertisement on ERS issued to customer

The 2 banner spaces of size 970\*250 and 970\*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.

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## **6) 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. Contact IRCTC Marketing team for further details.

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## **7) Advertisement through NLP Captcha on IRCTC Website and Mobile app**

IRCTC can connect its larger audience to various companies through NLP captcha at IRCTC website and Mobile App to IRCTC customers. Contact IRCTC Marketing team for further details.

Please contact us on [business@irctc.co.in](mailto:business@irctc.co.in) (<mailto:business@irctc.co.in>)

## **8) 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. Contact IRCTC Marketing team for further details.

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## **9) 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. Contact IRCTC Marketing team for further details.

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## **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) (<mailto:business@irctc.co.in>) or at undersigned address for more details.

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