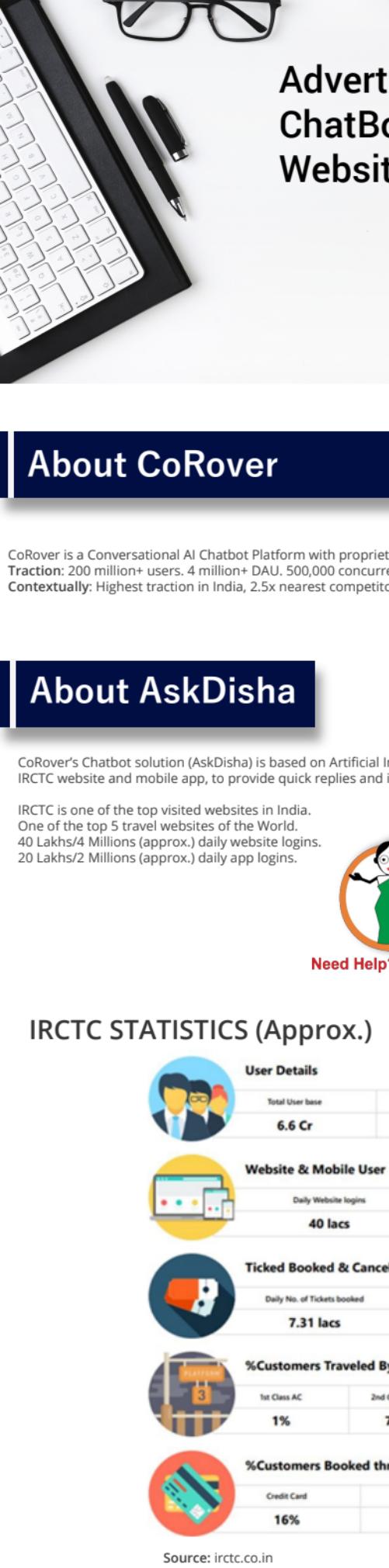


ADVERTISEMENT PROPOSAL



Advertisement on CoRover ChatBot (AskDisha) on IRCTC Website & Mobile App

Powered by:



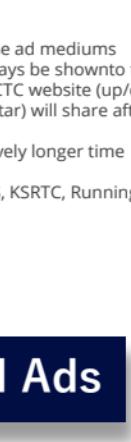
About CoRover

CoRover is a Conversational AI Chatbot Platform with proprietary cognitive AI technology. It is delivered as a Managed Service. Traction: 200 million+ users. 4 million+ DAU. 500,000 concurrent users. Contextually: Highest traction in India, 2.5x nearest competitor.

About AskDisha

CoRover's Chatbot solution (AskDisha) is based on Artificial Intelligence and Machine Learning, which is implemented across IRCTC website and mobile app, to provide quick replies and information to passengers.

IRCTC is one of the top visited websites in India. One of the top 5 travel websites of the World. 40 Lakhs/4 Millions (approx.) daily website logins. 20 Lakhs/2 Millions (approx.) daily app logins.



Need Help? Ask Disha

IRCTC STATISTICS (Approx.)

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%

Source: irctco.co.in

irctctourism.co.in

Our Standard Ad Offerings

Sl. No.	IAB Standard Ad Type (in Web & Mobile)
1.	On IRCTC Website Home Screen - Standard Banner (under AskDisha icon): - On Desktop Web: 320x50 px - On Mobile App: 320x50 px This ad: 1. Will be displayed near the ChatBot Avatar (Disha) at the bottom right corner 2. Will always be shown even when the ChatBot is closed 3. Will be shown to Non-Logged-in user also 4. Will always be shown in the bottom right corner of the IRCTC home screen, even if user scrolls up/down 5. This ad will shake after every 5 seconds to seek the attention of the user
2.	On IRCTC Mobile App Home Screen - Standard Banner: 320x50 px This ad: 1. Will be displayed near the ChatBot Avatar (Disha) at the bottom of IRCTC home screen Mobile App 2. Will always be shown even when the ChatBot is closed 3. Will be shown to Non-Logged-in user also 4. This ad will shake after every 5 seconds to seek the attention of the user
3.	On CoRover Chat Screens (Website) - Standard Banner: 300x250 px
4.	On CoRover Chat Screens (Mobile App) - Standard Banner: 300x250 px
5.	On CoRover Chat Screens (Website & Mobile App) - Video Ads: 300x250 px

Rates per 1000 Impressions

#	Banner Name	Ad Size	Rate (per 1000 impression)	1-day Road Block Rates	2 to 5 days Road Block Rates (per day)	6 to 10 days Road Block Rates (per day)	>10 days Road Block Rates (per day)
1.	Home Screen (Web & Mobile)	320x50 px	CPM: 45 INR	INR 2,00,000	INR 1,50,000	INR 1,25,000	INR 1,00,000
2.	On CoRover Chat Screen (Web & Mobile)	300x250 px	CPM: 60 INR	N/A	N/A	N/A	N/A
3.	On CoRover Chat Screen (Web & Mobile) Video Ad	300x250 px	CPM: 75 INR	N/A	N/A	N/A	N/A

Why us?

- Advertisement on IRCTC would ensure your brand safety

- User goes away from the app to the advertiser's website/landing page

- User can not ask any question instantly about the ad being shown on the App

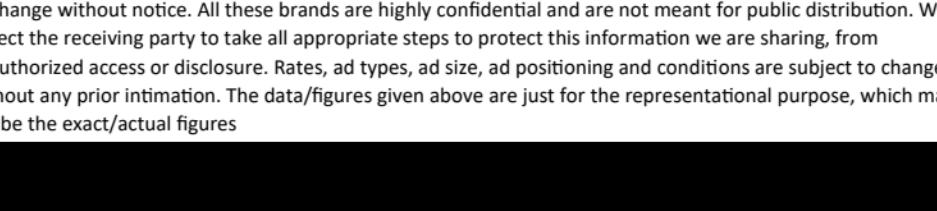
Solution from CoRover:

- AI based Conversational Ads
- Interactive Ads, users will be able to ask any questions about he advertise and/or its product, answers will be provided quickly and automatically (Information on demand & Accurate insights)
- Multilingual, 13 Regional Languages of India are Supported
- Video, Voice & Text Chatbot
- Domain Agnostic
- Personalization

Benefits of CoRover:

- Users don't need to click and go out of app/website, users can interact with the company/advertiser via bot while being on the app/webiste
- Voice, Vernacular & Video enabled - Easy for user to interact in his/her own language in any form
- CoRover can also co sell the ads, more distributions as we have 200 million+ users already using our chatbot platform

EXAMPLES:



Ad Size: 320X50

Ad Size: 300X250

Conversational AI Ads

Problem of Existing Ads:

- User goes away from the app to the advertiser's website/landing page

- User can not ask any question instantly about the ad being shown on the App

Solution from CoRover:

- AI based Conversational Ads
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Payment Terms

1. GST will be applicable extra on the above mentioned rate

2. There is a minimum billing constraint for each ad type

3. These rate and offer price will be valid for limited time

4. Standard rates are not applicable for Conversational Ad

Sample Web Screens

Ad Size: 320X50

Ad Size: 300X250

Sample Mobile Screens

Ad Size: 320X50

Ad Size: 300X250

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