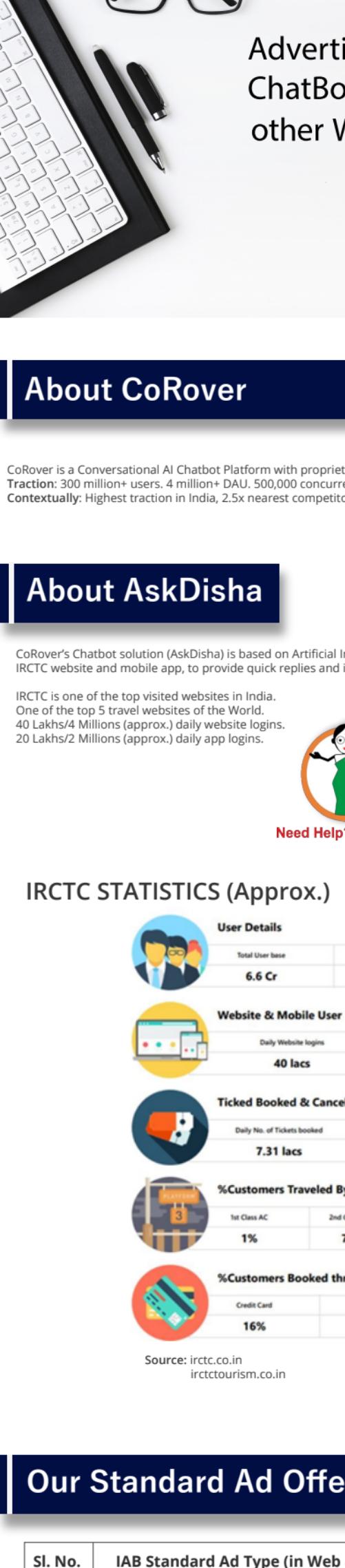


# ADVERTISEMENT PROPOSAL



## Advertisement on CoRover ChatBot (AskDisha) on IRCTC & other Website & Mobile Apps

Powered by:



### About CoRover

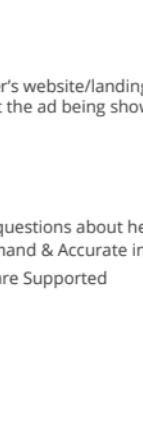
CoRover is a Conversational AI Chatbot Platform with proprietary cognitive AI technology. It is delivered as a Managed Service. Traction: 300 million+ users, 4 million+ DAU, 500,000 concurrent users.

Contextually: Highest traction in India, 2.5x nearest competitor.

### About AskDisha

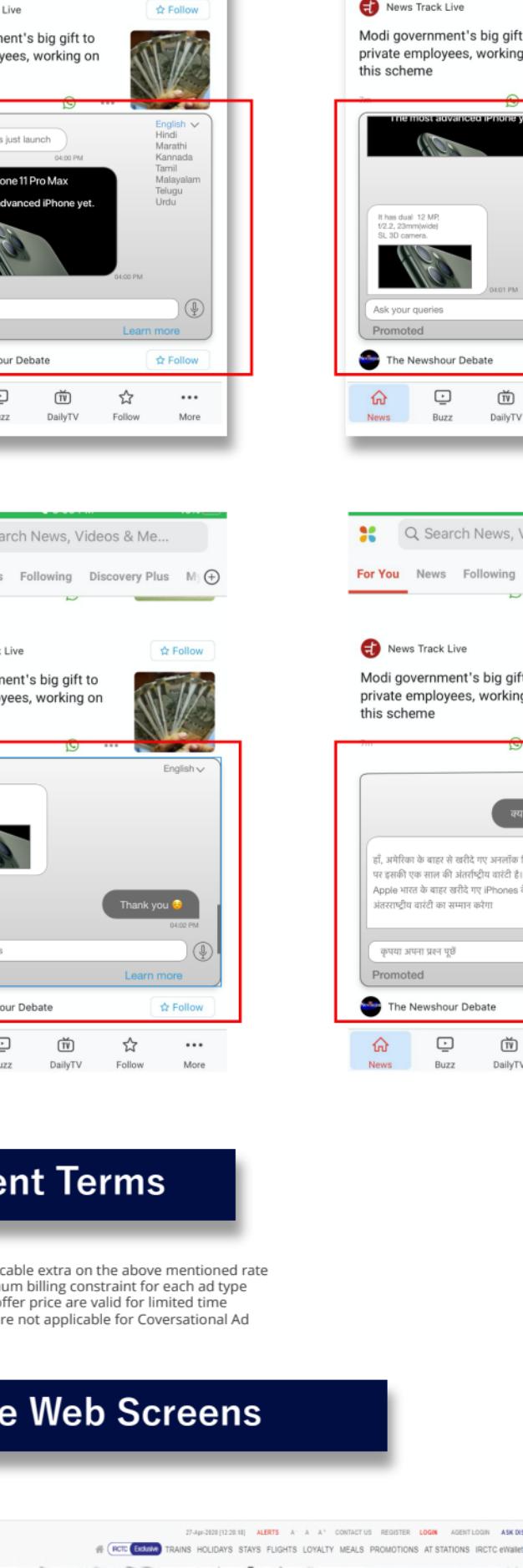
CoRover's Chatbot solution (AskDisha) is based on Artificial Intelligence and Machine Learning, which is implemented across IRCTC website and mobile app, to provide quick replies and information to passengers.

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.)



### Our Standard Ad Offerings

| Sl. No. | IAB Standard Ad Type (in Web & Mobile)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.      | On IRCTC Website Home Screen - Standard Banner (under AskDisha icon):<br>- On Desktop Web: 320x50 px<br>- On Mobile App: 320x50 px<br>This ad:<br>1. Will be displayed near the ChatBot Avatar (Disha) at the bottom right corner<br>2. Will always be shown even when the ChatBot is closed<br>3. Will be shown to Non-Logged-in user also<br>4. Will always be shown in the bottom right corner of the IRCTC home screen, even if user scrolls up/down<br>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:<br>1. Will be displayed near the ChatBot Avatar (Disha) at the bottom of IRCTC home screen Mobile App<br>2. Will always be shown even when the ChatBot is closed<br>3. Will be shown to Non-Logged-in user also<br>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                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 6.      | On GyanBox (Cube) on IRCTC Home Screen (Desktop) - Standard Banner: 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                                 |
| 4. | On GyanBox (Cube) on IRCTC Home Screen (Desktop) | 300x250 px | CPM: 60 INR                | N/A                    | N/A                                    | N/A                                     | N/A                                 |

### Why us?

- Advertisement on IRCTC would ensure your brand safety
- Right target audience & mass visibility
- Tier 2, tier 3, tier 4 city outreach
- Introduce new products/services through these ad mediums
- Ad on AskDisha (IRCTC Home screen) will always be shown to the users who visit IRCTC website. Even when user scrolls IRCTC website. Even when user scrolls the IRCTC website (up/down), ad will still be shown on the bottom down corner
- This ad on home screen (under AskDisha avatar) will share after every 5 seconds to get the attention of user
- Competitive rate
- User will be engaged in the ChatBot for relatively longer time
- Direct revenue generation
10. We also have other ad inventories (300x250 and 320x50) on website/app of Indian Railways, KSRTC, SRS Travels, Carandbike, Nazara and more.

### 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
- 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/website
- Voice, Vernacular & Video enabled - Easy for user to interact in his/her own language in any form
- CoRover can also sell the ads, more distributions as we have 300 million+ users already using our chatbot platform

### EXAMPLES:

Ad Size: 320X50

Ad Size: 300X250

GyanBox (Cube) Ad Size: 320X250

### 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 are valid for limited time
4. Standard rates are not applicable for Conversational Ad

### Sample Web Screens

Ad Size: 320X50

Ad Size: 300X250

GyanBox (Cube) Ad Size: 320X250

### Sample Mobile Screens

Ad Size: 300X250

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