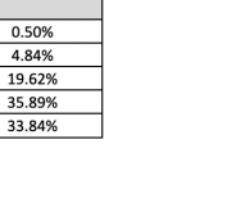


# ADVERTISEMENT PROPOSAL



## Advertisement on CoRover ChatBot (AskDISHA 2.0) 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.

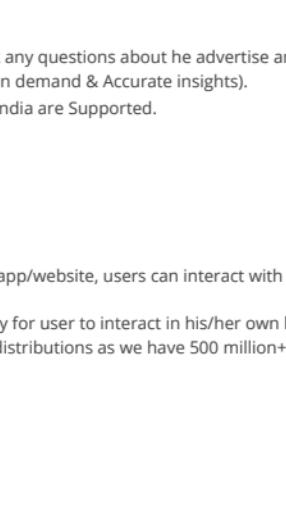
**Traction:** 500 million+ users, 4 million+ DAU, 800,000 concurrent users.

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

### About AskDISHA 2.0

AskDISHA 2.0 (Digital Interaction To Seek Help Anytime) is an Artificial Intelligence and Machine learning based Chatbot, which end to end ticket booking, and more.

- IRCTC is one of the top visited websites in India.
- One of the top 5 travel websites of the World.
- One of the top e-commerce websites.
- 19.05 Lacs (approx.) daily website logins.
- 38.57 Lacs (approx.) daily app logins.



### IRCTC STATISTICS (Approx.)

Advertising Stats(as on 31 <sup>st</sup> March 2022)	
User Details	
Total User Base	11.25 Cr
No. of Active user	8.03 Cr
Daily New User Registration	53230
Website & Mobile User Login	
Daily website Logins	19.05 lacs
Daily Mobile App Logins	38.57 lacs
Website and Mobile App Unique Visitors	
Daily Unique Visitors on Website	9.57 lacs
Daily Unique Visitors on Mobile App	17.83 lacs
Ticket Booked & Cancelled	
Daily No. of Tickets booked	14.12 lacs
Daily No. of Tickets cancelled	2.12 lacs
% Online Ticket Booked	
Daily Average Tickets Booked through website	23.17%
Daily Average Tickets Booked through Mobile App	58.28%
% of Customers travelled by	
First Class AC	0.50%
Second Class AC	4.84%
3rd Class AC	19.62%
Sleeper class	35.89%
2S Class	33.84%

### Our Standard Ad Offerings

Sl. No.	IAB Standard Ad Type (in Web & Mobile)
1.	On IRCTC Website Home Screen - Standard Banner (under AskDISHA 2.0 icon): - On Desktop and Mobile Web: 320x50 px. This ad: 1. Will be displayed near the ChatBot Avatar (DISHA 2.0) 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 and will be shown on the bottom down corner.
2.	On CoRover Chat Screens (Mobile App, Desktop and Mobile Web) - Standard Banner: 320x50 px.
3.	On CoRover Chat Screens (Mobile App, Desktop and Mobile Web) - Standard Banner: 300x250 px.
4.	On CoRover Chat Screens (Mobile App, Desktop and Mobile Web) - Video Ads: 300x250 px.
5.	When CoRover ChatBot opens (Desktop Web) - Display or Video Ads: 640x480 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.	Display Ad Home Screen (Desktop and Mobile Web)	320x50 px	CPM: 45 INR	INR 2,00,000	INR 1,50,000	INR 1,25,000	INR 1,00,000
2.	Display Ad On CoRover Chat Screen (Mobile App, Desktop and Mobile Web)	320x50 px	CPM: 60 INR	N/A	N/A	N/A	N/A
3.	Display or Video Ad On CoRover Chat Screen (Mobile App, Desktop and Mobile Web)	300x250 px	CPM: 75 INR	N/A	N/A	N/A	N/A
4.	Display or Video Ad When CoRover ChatBot opens (Desktop Web)	640x480 px	CPM: 175 INR	N/A	N/A	N/A	N/A

### Why Us?

1. Advertisement on IRCTC would ensure your brand safety.
2. Right target audience & mass visibility.
3. Tier 2, tier 3, tier 4 city outreach.
4. Introduce new products/services through these ad mediums.
5. Ad on AskDISHA 2.0 (IRCTC Home screen) will always be shown to the users who visits IRCTC website. Even when user scrolls IRCTC website(up/down), ad will still be shown on the bottom down corner.
6. Competitive rate.
7. User will be engaged in the ChatBot for relatively longer time.
8. Direct revenue generation.
9. We also have other ad inventories (300x250 and 320x50) on website/app of Indian Railways, KSRTC, SRS Travels, Carandbike, Nazara and more.
10. First time Conversational AI Ads and Ads on ChatBot for better engagement.

### 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 the ad they are viewing, 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.

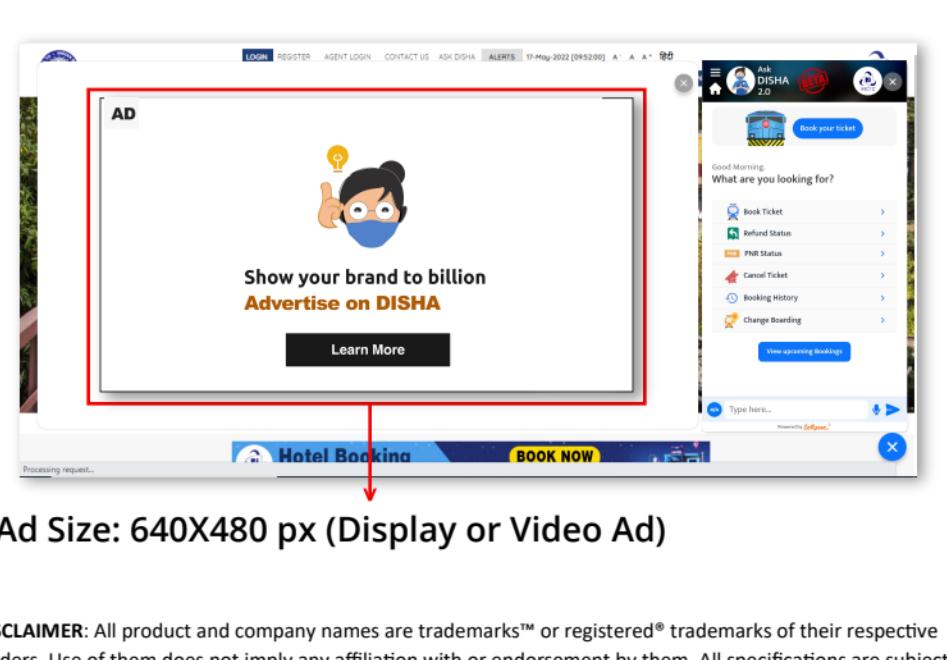
#### Benefits of CoRover:

- 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 500 million+ users already using our chatbot platform.

### EXAMPLES:



Ad Size: 320X50 px

### Sample Chat Screens (Mobile App, Desktop and Mobile Web)



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