



इंडियन रेलवे केटरिंग एण्ड टूरिज्म कॉरपोरेशन लिमिटेड
(भारत सरकार का उद्यम-मिनी रत्न)
INDIAN RAILWAY CATERING AND TOURISM CORPORATION LTD.
(A Govt. of India Enterprise-Mini Ratna)

CIN-L74899DL1999GOI101707" E-mail : info@irctc.com Website : www.irctc.com

Promotional SMS

"Let your product reach the right customer at the right time"

IRCTC offers a wonderful opportunity to reach out to an exclusive customer 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 advertisements mails & SMS to targeted & non-targeted 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, scheduled arrival & departure time etc. and many more permutations & combinations.

Advertisement through Promotional SMS: IRCTC helps you to connect its larger audience to various companies by sending promotional SMS at right place and right time to IRCTC customers mobile phone. The ad can be given in maximum of 140 characters per SMS. Promotional SMS can be used for Sending offers, advertising SMSs, Business promotions to their customers. Advertisement through promotional SMS 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 SMS through IRCTC to its targeted & non-targeted users.

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 SMS. The following is the pricing model for sending the promotional SMS.

INR Rates /SMS

User Base/ Mails	>5 Cr	3 -5 Cr	1-3 Cr	50 L-1 Cr	25-50 L	10-25 L	5-10 L
Non-Targeted	0.24	0.26	0.29	0.31	0.36	0.43	0.48
Targeted	0.31	0.32	0.36	0.38	0.43	0.48	0.58

Note: GST will also be applicable on over and above charges.

Objectionable Content:

- Any Objectionable or Banned category/Restricted content as per the Government of India Policy in either promotional SMS shall not be included in the content provided by the advertising agency.
- The advertising agency will not infringe any copyright of any person/Company while formulating the creatives.
- The advertising agency should ensure that creative should be shared with IRCTC before making any campaign live else the creative content will not be made live.
- The approval for creative content of the promotional campaign will be done by IRCTC within 48 hours after sharing the creatives.

- Campaign Priority:** The campaign will be executed on first cum first serve basis.
- Misleading Content:** Advertisers should not send any misleading content in promotional SMS and Email.

पंजीकृत एवं कॉरपोरेट कार्यालय : 11 वां तल, स्टेट्समैन हाऊस, बी-148, बाराखम्बा मार्ग, नई दिल्ली-110 001 दूरभाष : 011-23311263-64 फैक्स : 011-23311259

Regd. & Corp. Office : 11th Floor, Statesman House, B-148, Barakhamba Road, New Delhi-110 001 Tel.: 011-23311263-64 Fax : 011-23311259

IT Deptt. : Internet Ticketing Center, IRCA Building, State Entry Road, New Delhi-110055, Tel. : 011-23345804, 23345805 Fax : 011-23741117



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3. **Government of India Guidelines** – Advertisers should follow all standards laid down by Government of India for sending promotional SMS and is responsible for any penal action under the existing laws of the territory.

For More Details, Please Send your Queries on
Business@irctc.co.in/Marketing@irctc.co.in

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