



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



Ping us on marketing@irctc.co.in to Advertise with IRCTC

IRCTC offers a wonderful opportunity to reach out to an exclusive registered users base of over 13 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, Gender, Class of travel, ticket status, source station, destination station, ticket status, schedule arrival & departure time etc. many more permutations & combinations.

1) Banner/Video Advertisement on IRCTC Website & Mobile App

IRCTC with a credible user base of more than 13 Crores offers advertisers/companies/organizations an opportunity to showcase/display their products and services on IRCTC Digital Platform. IRCTC has more than 20 prominent ad locations on IRCTC Website and Mobile APP with different rates and sizes offered on eCPM (Per thousand impressions displayed) rate, Roadblock rates and Bulk Impressions eCPM rate.

Interested companies can advertise to grow the business by showcase their product and services on IRCTC platform to its registered, transacting and non- transacting users.

For more details- Check below link

([https://contents.irctc.co.in/en/Banner Advertisment.pdf](https://contents.irctc.co.in/en/Banner%20Advertisment.pdf))

Train Ticketing Statistics (as in December 2023)
(Appx.)



User Details

Total User base	No. of Active Users	Daily New User Activation
14.83 Cr	9.82 Cr	52,944



Website & Mobile User

Daily Website logins	Daily Mobile App logins
18.09 lacs	52.92 lacs



Ticked Booked & Canceled

Daily No. of Tickets booked	Daily No. of Tickets Canceled
12.20 lacs	3.15 lacs



%Customers Traveled By

1 AC	2 AC	3 AC	SL	2S	Others
0.92%	7.28%	27.97%	40.84%	12.19%	10.80%



Website and Mobile App Unique Visitors

Daily Website logins	Daily Mobile App logins
9.60 lacs	26.61 lacs



Total ERS Print & Download (Daily Avg.)	7.15 Lac
Booking & Cancellation Email Sent (Daily Avg.)	15.35 Lac

2) Advertisement on ticket booking and cancellation mailers

IRCTC offers excellent opportunity to various companies for showing 728*90 (In Pixels) medium leaderboard banner to about 14 lakhs ticket confirmation/cancellation mails sent by IRCTC through ticketadmin@irctc.co.in email.

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 booking/cancellation mailers advertisement. The following is the pricing model for showing the banner advertisement on ticket confirmation and cancellation mailers.



Booking Confirmation on IRCTC, Train: 12309-12-Sep-2023, 3A, PNBE - NDLS

1 message

ticketadmin@irctc.co.in <ticketadmin@irctc.co.in>
To: rishm1@gmail.com

Fri, Sep 15, 2023 at 3:09 PM



This is a system generated mail. Please do not reply to this email ID. (1) Call our 24-hour Customer Care (2) Email Us at care@irctc.co.in

IRCTC celebrates it's Foundation Day on

27th SEPTEMBER 2023

Stay tuned for great offers.

TTC Apply

IRCTC

Ticket Confirmation

Dear RAHUL SUMAN (User ID: rishm1),

Thank you for using IRCTC's online rail reservation facility. Your booking details are indicated below:

PNR No. :	812543/136	Train No. / Name :	12309 / KAFI TEJAS MAI	Quota :	GENERAL
Transaction ID :	10000444207407	Date & Time of Booking :	15-Sep-2023 03:09:09 PM IRTS	Class :	THIRD AC
From :	PATNA JN (PNBE)	Date of Journey :	23-Sep-2023	To :	NEW DELHI (NDLS)
Boarding At :	PNBE	Date Of Boarding :	23-Sep-2023	Scheduled Departure* :	23-Sep-2023 10:35
Reservation Up to :	NEW DELHI (NDLS)	Notified Arrival :	24-Sep-2023 07:00	Ackn: 1	CMB: 0
Passenger Mobile No. :	7960011543	Distance :	969KM		

Passenger Details

Sl. No.	Name	Age	Gender	Status	Coach	Seat / Berth / WL No
1	RAHUL SUMAN	37	Male	CHP	01	24

Fare Details (Inclusive of GST)

Ticket Fare	Convenience Fee	Total Fare
Rs. 2415.00	Rs. 23.00	Rs. 2438.00 *

* Payment Gateway charges are applicable.

IRCTC SBI Platinum credit card: Book Free Train tickets using Reward Points on www.irctc.co.in [Apply Now](#)

Enjoy zero payment gateway charge

Must Read




Please find a screenshot of SBI Co. Virtual Mastercard on Messaging App (SBI Co. Virtual Mastercard) linked to your SBI Co. Virtual Mastercard. This helps to enjoy the SBI Co. Virtual Mastercard to you along with any other authorized IT client (credit card).

3) Advertisement on ERS issued to customer

The 2 banner spaces of size 728*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.

Electronic Reservation Slip (ERS)-Normal User

  		
Booked From	Boarding At	To
NEW DELHI - NDLS (NEW DELHI)	NEW DELHI (NDLS)	PATNA JN (PNBE)
Start Date* 09-Oct-2023	Departure* N.A.	Arrival* N.A.
N ICHECK TIMINGS BEFORE BOARDING		
PNR 2102172434	Train No./Name 12310 / RUPB TEJAS RAJ	Class THIRD AC (3A)
Quota GENERAL (GN)	Distance 1000 KM	Booking Date 19-Sep-2023 17:19:47 HRS


Passenger Details						
#	Name	Age	Gender	Catering Service Option	Booking Status	Current Status
1.	RAHUL SUMAN	37	M	VEG	CNF/B2/19/UPPER	CNF /B2/19/UPPER

Account	RURAL-REMOTE LOCATION WAREHOUSE	FOCAL-POOLED-QUOTA WAREHOUSE	RURAL-ROAD-SIDE WAREHOUSE
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Transaction ID: 10000445247869

IR recovers only 57% of cost of travel on an average.

Payment Details	
Ticket Fare	₹ 1,910.00
Catering Charges (Incl. of GST)	₹ 275.00
IRCTC Convenience Fee (Incl. of GST)	₹ 23.60
Travel Insurance Premium (Incl. of GST)	₹ 0.35
Total Fare (all inclusive)	₹ 2,208.95




PG Charges as applicable (Additional)

IRCTC Convenience Fee is charged per e-ticket irrespective of number of passengers on the ticket.

* The printed Departure and Arrival Times are liable to change. Please check departure, arrival from Railway Station Enquiry or Dial 139 or SMS RAIL to 139.

- This ticket is booked on a personal User ID, its sale/purchase is an offence u/s 143 of the Railways Act, 1989.
- Prescribed original ID proof is required while travelling along with SMS/YRM/ ERS otherwise will be treated as without ticket and penalized as per Railway Rules.

 <p>अपने मेडिकल दस्तावेज डिजिटली स्टोर और शेयर करें कभी भी, कभी भी</p> <p>आयुष्मान भारत हेल्थ अकाउंट (ABHA) से</p>	<p>NEW Hİ NİRA ABHA KİTAP</p> <p>डिजिटल abdm.gov.in</p> <p>डाटासेकुर करें ABHA से</p> <p>14477</p>
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Indian Railways GST Details:	
Invoice Number:	PS23210217243411
Supplier Information:	Address: Indian Railways New Delhi
SAC Code:	996421
Recipient Information:	GSTIN: 07AAAGM02B9C12L
GSTIN:	NA
Name:	Address:


Place of Supply: Delhi/VI State Name/Code of Supplier: Delhi/NDL

INSTRUCTIONS:



- Prescribed Original ID proofs are: Voter Identity Card / Passport / PAN Card / Driving Licence / Photo ID cards issued by Central / State Govt. / Public Sector Undertakings of State / Central Government, District Administrations, Municipal bodies and Panchayat Administrations which are having serial number / Student Identity Card with photograph issued by recognized school or college for their students / Nationalized Bank Passbook with photograph / Credit Cards issued by Banks with laminated photograph/Unique Identification Card "Aadhaar", m-Aadhaar, e-Aadhaar. (Passenger showing the Aadhaar/Driving Licence from the 'Issued Document' section by logging into his/her Digilocker account considered as valid proof of identity. (Documents uploaded by the user i.e. the document in "Issued Document" section will not be considered as a valid proof of identity).
- PNR having fully validated status will be dropped and automatic refund of the ticket amount after deducting the applicable CLERKAGE by Railway shall be credited to the account used for payment for booking of the ticket. Passengers having fully validated e-tickets are not allowed to board the train. However, the names of PARTIALLY validated (confirmed and RAC ticket passenger) will appear in the chart and will be allowed to board the train. Passengers travelling on a fully validated e-ticket will be treated as Ticketless.
- Obtain certificate from the TTE/Conductor in case of (a) PARTIALLY validated e-ticket when LESS NO. OF PASSENGERS travel, (b) a C FAILURE, (c) T/RV IN LOWER CLASS. This original certificate must be sent to IRM (IT), IRCTC, Internet Ticketing Centre, RAC Building, State Entry Road, New Delhi-110005 after filing TDR online unless prescribed time for claiming refund.
- In case, on a party e-ticket or a family e-ticket issued for travel of more than one passenger, some passengers have confirmed reservation and others are on RAC or waiting list, full refund of fare, less clerage, shall be admissible for confirmed passengers also subject to the condition that the ticket shall be cancelled online or online TDR shall be filed for all the passengers up to thirty minutes before the scheduled departure of the train.
- In case train is late more than 3 hours, refund is admissible as per railway refund rules only when TDR is filed by the user before the actual departure of the train at boarding station and passenger has not travelled.
- In case of train cancellation on its entire run, full refund is granted automatically by the system. However, if the train is cancelled partially on its run or diverted and not touching boarding/destination station, passengers are required to file online TDR within 72 hours of scheduled departure of the train from passengers boarding station.
- Never purchase e-ticket from unauthorized agents or persons using their personal IDs for commercial purposes. Such tickets are liable to be cancelled and forfeited without any refund of money, under section 143 of the Indian Railway Act 1989. List of authorized agents are available on www.irctc.co.in under 'Find IRCTC Agent' option.
- For details, Rules, Refund rules, Terms & Conditions of E-Ticketing services, Travel Insurance facility etc. Please visit www.irctc.co.in
- While booking this ticket, you have agreed of having read the Health Protocol of Destination State of your travel. You are again advised to clearly read the Health Protocol of Destination State before start of your travel and follow them properly.
- The FIR forms are available with on board ticket checking staff, train guard and train escorting RPF/GRP staff.
- Validity of meals available in more than 1500 trains. For delivery of meal of your seat log on to www.eatering.irctc.co.in or IR M 1323 Toll Free. For any suggestions/complaints related to Catering services, contact Toll Free No. 1800-111-921 (07.00 hrs to 22.00 hrs)
- National Consumer Helpline (NCH) Toll Free Number: 1800-11-4000 or 140404
- You can book unreserved ticket from UTS APP or ATVMs (Automatic Ticket Vending Machines) located in Railway Stations.

Contact us on : care@irctc.co.in OR 24*7 Hrs Customer Support at 14646 OR 0799-6604661, 0795-4099000

 <p>Enjoy 10% Off on Flight Booking at IRCTC*</p> <p>Use Code: NOIRCTC</p> <p>*IRCTC Apply Offer Validity 17/11/2023 until 31/03/2024. All IRCTC Users Only.</p>	
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<p>अगर आप ऑनलाइन ठगी के शिकार हैं</p> <p>If you are a victim of cybercrime</p>	 <p>Helpine No. 1930</p> <p>and register your complaint at www.cybercrime.gov.in</p>
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Cyber Crime Helpline

 <p>Swachhata Hi Seva</p> <p>19 September - 2 October 2023</p> <p>Garbage Free India</p>	 <p>Life</p> <p>Lifestyle for Environment</p>
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Print ERS Without Advertisements (F)

4) 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. Push notifications appear as alert-style messages on the home screen of a user's device may be laptop, computer and mobile device. The user does not need to have the web browser or mobile app open or running to receive a notification from that app. Push notifications with a unique opportunity to engage and communicate with their users, when used correctly. Push notification are available through all operating systems. Push notifications provides with a unique opportunity to engage and communicate with their users, when used correctly.



5) 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.

6) 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.

For more details/Rates Please click- IRCTC

Promotional SMS/ Mailers policy_

(https://contents.irctc.co.in/en/Promotional_Mailer.pdf)

7) 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.