

#### 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 & departuretime 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

(<a href="https://contents.irctc.co.in/en/Banner\_Advertisment.pdf">https://contents.irctc.co.in/en/Banner\_Advertisment.pdf</a>)

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

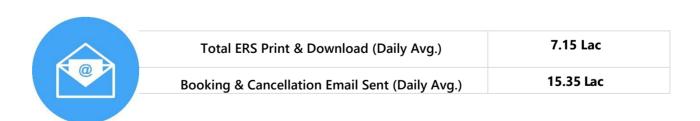
# User Details Total User base No. of Active Users Control No. of Active Users Control No. of Active Users Activation 14.83 Cr 9.82 Cr 52,944

	Website & Mobile User		
	Daily Website logins	Daily Mobile App logins	
	18.09 lacs	52.92 lacs	

	Ticked Booked & Canceled	Ticked Booked & Canceled		
	Daily No. of Tickets booked	Daily No. of Tickets Canceled		
	12.20 lacs	3.15 lacs		

PLATFORM	%Customers Traveled By					
3	1 AC	2 AC	3 AC	SL	25	Others
	0.92%	7.28%	27.97%	40.84%	12.19%	10.80%

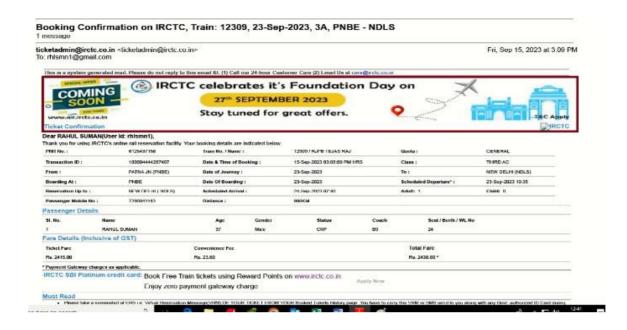
	Website and Mobile App Unique Visitors		
	Daily Website logins	Daily Mobile App logins	
	9.60 lacs	26.61 lacs	



#### 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.

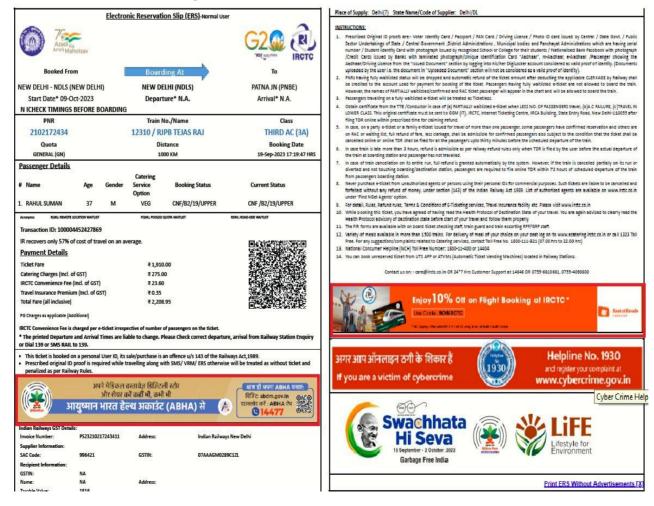
The invoice will be raised before the start of the campaign and the payment has to be done in advance and minimum order should be 5 lacs booking/cancellation mailers advertisement. The following is the pricing model for showing the banner advertisement on ticket confirmation and cancellation mailers.



#### 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.



#### 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.