



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

Chat Bot Advertisement

IRCTC 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. 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. Advertisement on IRCTC would ensure your brand safety, Right target audience and mass visibility.

Introduce new products/services through these Ad mediums on AskDisha (IRCTC Home screen) will be shown to the users who visits IRCTC website.

The screenshot displays the IRCTC website interface. At the top, there is a navigation bar with links for LOGIN, REGISTER, AGENT LOGIN, CONTACT US, ASK DISHA, ALERTS, and a date/time stamp. Below this is a secondary bar with categories like IRCTC EXCLUSIVE, TRAINS, BUSES, FLIGHTS, HOTELS, HOLIDAYS, LOYALTY, MEALS, PROMOTIONS, and PREMIUM PARTNER. The main content area is split into two sections. On the left, the 'BOOK TICKET' form is visible, featuring the '75 Azadi Ka Amrit Mahotsav' logo, fields for 'From' and 'To' stations, a date field set to '09/02/2022', a class dropdown menu set to 'GENERAL', and checkboxes for various concessions like 'Divyaang Concession', 'Flexible With Date', 'Train with Available Berth', and 'Railway Pass Concession'. A 'Search' button is at the bottom of the form. On the right, a large banner for 'INDIAN RAILWAYS' shows a train on tracks with the text 'Safety | Security | Punctuality'. Below the banner, there is a 'DEALS OF THE DAY' section with a red arrow pointing to a placeholder box. A red arrow points from the placeholder box to the text 'Ad-size 320 X 50'.

Ad-size 320 X 50

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

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



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The screenshot shows the IRCTC website interface. The main content area features a 'BOOK TICKET' form with fields for 'From', 'To', 'Date', and 'Class'. Below the form is a 'Search' button. To the right of the form is a sidebar with a chatbot 'Ask DISHA' and a 'Check Refund Status' button. A red box highlights the 'Check Refund Status' button, with an arrow pointing to the text 'Ad Size 300 X 250'.

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

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