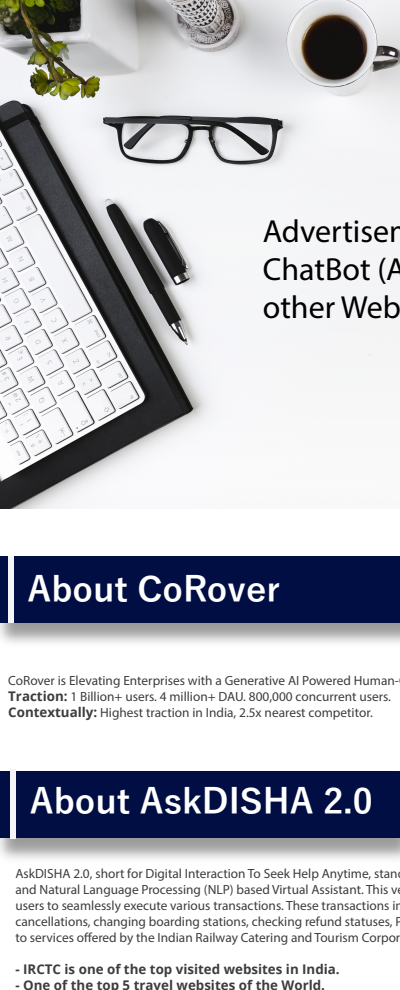


ADVERTISEMENT PROPOSAL



Advertisement on CoRover ChatBot (AskDISHA 2.0) on IRCTC & other Website & Mobile Apps

Powered by: **CoRover.ai**

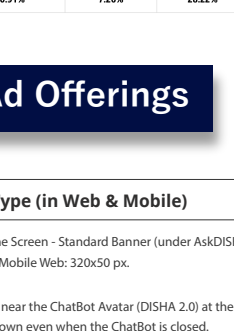
About CoRover

CoRover is Elevating Enterprises with a Generative AI Powered Human-Centric Conversational AI Platform, Impacting 1 Billion+ Lives
Traction: 1 Billion+ users, 4 million+ DAU, 800,000 concurrent users.
Contextually: Highest traction in India, 2.5x nearest competitor.

About AskDISHA 2.0

AskDISHA 2.0, short for Digital Interaction To Seek Help Anytime, stands as an innovative Artificial Intelligence (AI), Machine Learning (ML), and Natural Language Processing (NLP) based Virtual Assistant. This versatile assistant operates as both a ChatBot and VoiceBot, enabling users to seamlessly execute various transactions. These transactions include end-to-end train ticket bookings, payment processing, ticket cancellations, changing boarding stations, checking refund statuses, PNR status inquiries, exploring offers, and addressing queries related to services offered by the Indian Railway Catering and Tourism Corporation (IRCTC).

- 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.



IRCTC Statistics

Train Ticketing Statistics (as on October 2023) (Appx.)

User Details		
Total User base	14.33 Cr	
No. of Active Users	9.69 Cr	
Daily New User Activation	44,705	

Website & Mobile User	
Daily Website logins	17.89 lacs
Daily Mobile App logins	55.04 lacs

Ticked Booked & Canceled	
Daily No. of Tickets booked	12.11 lacs
Daily No. of Tickets Canceled	2.97 lacs

%Customers Traveled By			
1st Class AC	0.91%	2nd Class AC	7.26%
3rd Class AC	28.22%	Sleeper Class	41.17%

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.
6.	On CoRover ChatBot Splash Screens (Desktop Web) - Display or Video Ads: 300x250 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
5.	Display or Video Ad On CoRover ChatBot Splash Screen (Desktop Web)	300x250 px	CPM: 75 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.

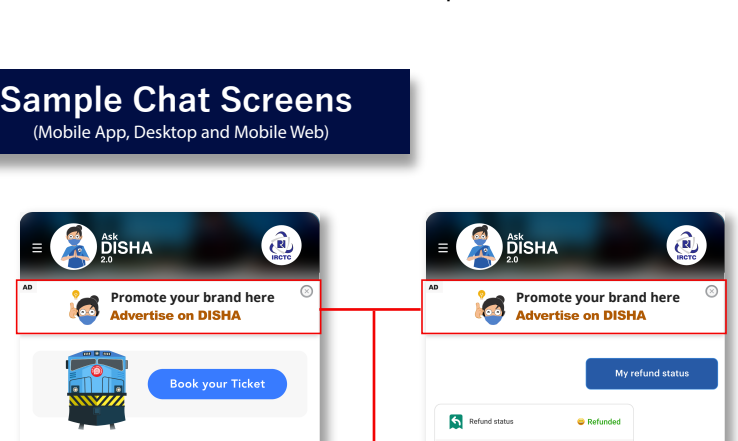
Solution from CoRover:

- AI based Conversational Ads.
- Interactive Ads, users will be able to ask any questions about the advertiser and/or its product, 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:



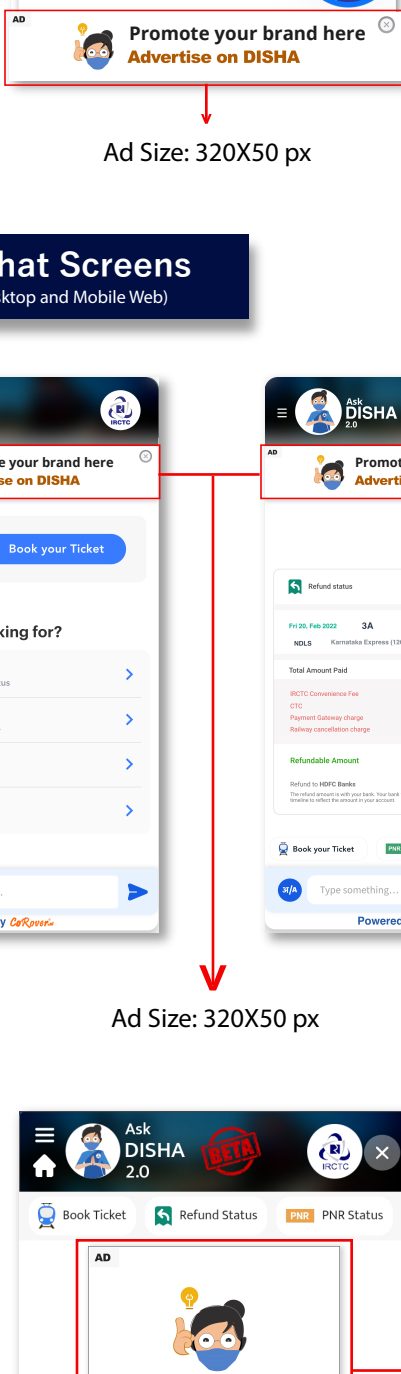
Payment Terms

1. GST will be applicable extra on above mentioned rate.
2. There is a minimum billing constraint for each ad type.
3. These rate and offer price are valid for limited time.
4. Standard rates are not applicable for Conversational Ad.

Sample Home Screen (Desktop Web)

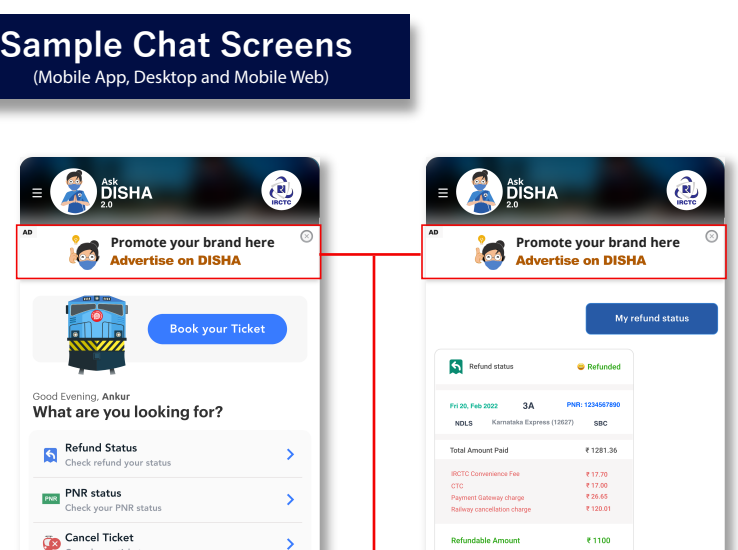
Ad Size: 320X50 px

Sample Home Screen (Mobile Web)

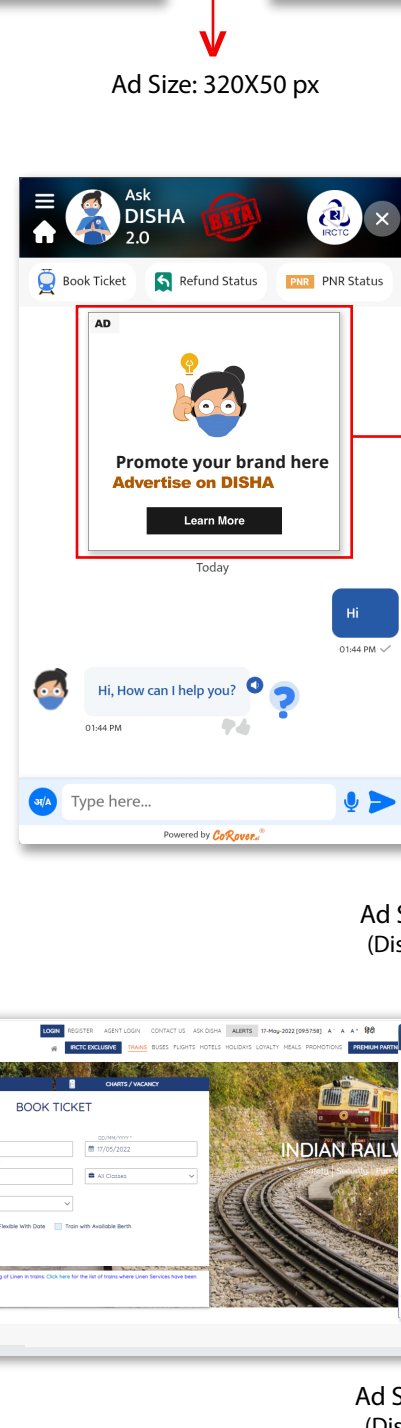


Ad Size: 320X50 px

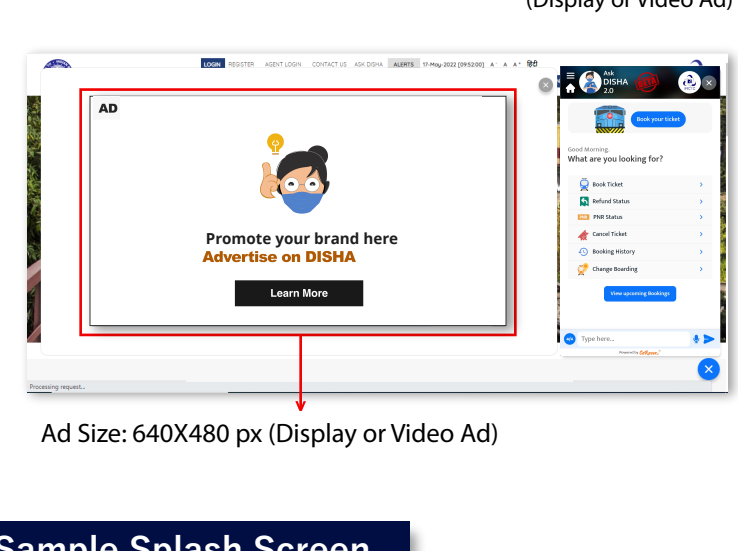
Sample Chat Screens (Mobile App, Desktop and Mobile Web)



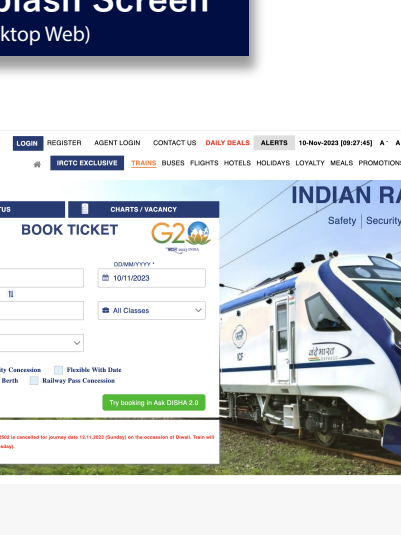
Ad Size: 320X50 px



Ad Size: 300X250 px (Display or Video Ad)

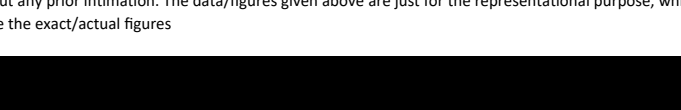


Ad Size: 300X250 px (Display or Video Ad)



Ad Size: 640X480 px (Display or Video Ad)

Sample Splash Screen (Desktop Web)



Ad Size: 300X250 px (Display or Video Ad)

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