

**INDIAN RAILWAY CATERING AND TOURISM CORPORATION LTD.***(A Govt. of India Enterprise-Mini Ratna, Under Ministry of Railways)***IRCTC****CIN: L74899DL1999GOI101707****WEBSITE:- www.irctc.com, www.irctctourism.com****NO.IRCTC/CO/HOSP(MEDM)/4/2020/Tourism/CO****Date:- 16.03.2021****Sh. Varun Batra (Head-Digital & Social Media)****National Film Development Corporation Ltd.****4th Floor, Sookhana Bhavan, Phase-1,****C.G.O. Complex, Lodhi Road, New Delhi:- 110003****Subject:- Extension of MOU between NFDC and IRCTC for Digital Marketing Services to IRCTC from 01/04/21 to 31/03/22.****Reference:- 1. Your Office letter No. ND/IRCTC/2020-21/574 dated 11.03.2021 & 10.02.2021.
2. This office letter of even number dated 03.03.2021.**

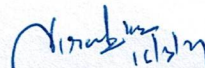
Please refer NFDC Digital Marketing extension request letter dated 10/02/21 and subsequent rate negotiation letter 11/03/21. The Digital Marketing MOU between IRCTC & NFDC for the period from 01/04/21 to 31/03/22 has been approved by the IRCTC Competent Authority at the following accepted negotiated rates:

1. Negotiated & accepted revised rates :- (Amount is Rs. Per month)

SN	Products	Base Amount	NFDC 8% charges	GST 18 %	Total Amount
1	IRCTC Corporate Social Media Handle	42750	3420	8310.60	54480.60
2	IRCTC Air	128250	10260	24931.80	163441.80
3	Maharajas' Express	128250	10260	24931.80	163441.80
4	IRCTC Tourism	128250	10260	24931.80	163441.80
5	Buddhist Circuit Tourist Train	106875	8550	20776.50	136201.50
6	Majestic Tourist Train	128250	10260	24931.80	163441.80
7	IRCTC iMudra	106875	8550	20776.50	136201.50
8	IRCTC eCatering	85500	6840	16621.20	108961.20
	TOTAL (Rs.)	855000	68400	166212.00	1089612.00

- Please note that due to the present pandemic situation, digital marketing of any minimum number of products out of listed above may not be binding upon IRCTC. As per present arrangement, IRCTC shall continue to carry out digital marketing of 04 products mentioned above from S. No: 1-4, however, other products from S. No: 5-8 above may be included at a later stage, in case required and dealt on case to case basis.
- Further, as discussed during the negotiation meeting held on 05.03.2021, a notice period of 15 days from IRCTC to NFDC shall be given, to stop or restart, Digital Marketing of any of the above 08 listed products.
- The other terms and conditions of MOU dated 27.08.2019 between IRCTC and NFDC shall remain the same. It is requested to sign an addendum for the extension period from 01/04/21 to 31/03/22 incorporating above revised rates and pointers.

Please acknowledge receipt of this letter.


(Jt. General Manager/DM)
IRCTC/CO/New Delhi

Copy to:-

- AGM/IT : - for uploading in the ERP system please.
- JGM/Fin/Tou. : - for information please.

Maharajas Express, Golden Chariot (MKTG & OPS) Buddhist Circuit Tourist Train & IRCTC Tourism Office:-
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