



इंडियन रेलवे कैंटरिंग एण्ड टूरिज्म कॉर्पोरेशन लिमिटेड

(भारत सरकार का उद्यम-मिनी रत्न)

IRCTC

INDIAN RAILWAY CATERING AND TOURISM CORPORATION LTD.

(A Govt. of India Enterprise-Mini Ratna)

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IRCTC/ITC/IT(MKTG)/5/2024/IT/ITC

EOI to suggest value added services and increase revenue of IRCTC through AskDisha Chatbot

Indian Railway Catering and Tourism Corporation (IRCTC) is a subsidiary & Public Sector Enterprise under Ministry of Railways, Government of India with "Mini Ratna" status. IRCTC was incorporated on 27th September, 1999 as an extended arm of the Indian Railways to upgrade, professionalize and manage the catering and hospitality services at stations, on trains and other locations and to promote domestic and international tourism through development of budget hotels, special tour packages, information & commercial publicity and global reservation systems. IRCTC handles the Catering, Tourism, Rail Neer and Online Ticketing Operations of the Indian Railways.

About AskDisha Chatbot -

AskDISHA (Digital Interaction To Seek Help Anytime) is an Artificial Intelligence and Machine learning based Chatbot, that answers queries pertaining to various services offered by IRCTC and even help users perform various transactions like end to end ticket booking, and more. The users can ask questions related to ticket booking on IRCTC, Railway Tourism, Railway Catering, Air Ticketing etc.

IRCTC is in the process to its upgrade its Chatbot and associate more Value Added services in the same, to generate additional revenue using underlying AI (Artificial Intelligence), ML (Machine Learning) and NLP (Natural Language Capability) to its users. Few important E-Chabot and IRCTC related statistics are as under:

Total Languages Support in Ask Disha	<ul style="list-style-type: none">Hindi, English and Hinglish.
Capabilities of AskDISHA	<ul style="list-style-type: none">NLP model, enabling Q&A functionality through GenAI.Machine LearningAI - Artificial Intelligence
Users availing AskDisha Services	<ul style="list-style-type: none">Monthly Average 150K usersDaily Average 7k users
Percentage of Accuracy Understanding	91% understanding
Response Time details	<ul style="list-style-type: none">Average response time: 1sec for FAQsAverage API response: 1-2 sec,
Percentage of total Feedbacks	80% positive
Concurrent Users	Average concurrent Users, during normal Hours: 140/min, Tatkal Hours: 470/min
Active Users on AskDisha.	<ul style="list-style-type: none">Average 3-4k daily users80% returning users

पंजीकृत एवं कॉर्पोरेट 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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In the current model of AskDisha, the chatbot space is utilized for promotional banners which adds to IRCTC revenue.

Other Functionality- Chatbot based ticket booking

Additionally, chatbot based ticket booking has also been introduced which is available on IRCTC Website and Mobile App, a user can now book train tickets through text & voice in Hindi, English and Hinglish languages. Currently, average 2300 train tickets per day are booked through Chatbot. The current ticket booking facilitation is through API for Chatbot Based ticket booking, refund, cancellation etc.

Considering the above facts and also the fact that internet industry is highly competitive with massive growth potential, IRCTC is interested in exploring:

1. The Value added services which can be added in IRCTC Ask Disha chatbot and
2. To increase revenue potential from IRCTC Chatbot AskDisha

through all possible modes by way of Advertisement/ Marketing/Cross selling, etc. using underlying AI, ML and NLP capabilities.

IRCTC is looking further for more concrete ideas/methods and way out to move ahead to better upgrade AskDisha Chatbot IRCTC by suggesting VAS (Value Added Services) in Chatbot and increase revenue scope for IRCTC.

The Expression of Interest (EOI) is invited **for presentation to suggest value added services and increase revenue of IRCTC through AskDisha Chatbot.** The participants are requested to submit their presentation via mail on marketingteam@irctc.co.in for the suggestions. The terms and conditions are as under:

1. **Value Added services in AskDisha Chatbot:** Suggest Value-Added Services which can be availed due to ever changing technology and implemented in Chatbot. The objective through this would be to find out best possible ways for increasing our existing revenue streams.

Note: There will be no investment on part of IRCTC. The Parties will be required to thoroughly study existing system and other AI system in market and prepare their report accordingly.

2. **Eligibility Criteria:**

- i. The companies having experience in running and managing Chabot solution with a **minimum turnover of Rs. 1.5 Crores in 2022-23** are eligible to send presentation on Chatbot Solution Provider. Parties will be required to submit relevant documents to establish eligibility criteria.

3. **Submission of Presentation:** Presentation may be submitted via tender wizard portal and email by parties on OR before 10th April 2024.

4. **Queries on EOI:** The queries on EOI may be submitted to IRCTC on or before 2nd April 2024. The queries may be sent on mail to marketingteam@irctc.co.in. The other monetization methods may also be suggested by participants.



5. **Last date of submission of presentation:** 10th April 2024 Up to 1500 Hrs.
6. **Evaluation of presentation:** The presentation will be made by parties before a scrutiny committee on a given date, which will be intimated via email.
7. **Submission of offer:** Based on the suggestions received from the different parties, tender for AskDisha chatbot solution on IRCTC will be floated subsequently.
8. IRCTC reserves the right to cancel the EOI at any stage, without assigning any reason thereof.
9. **Address for communication:** The presentation and offers may be submitted at marketingteam@irctc.co.in.

