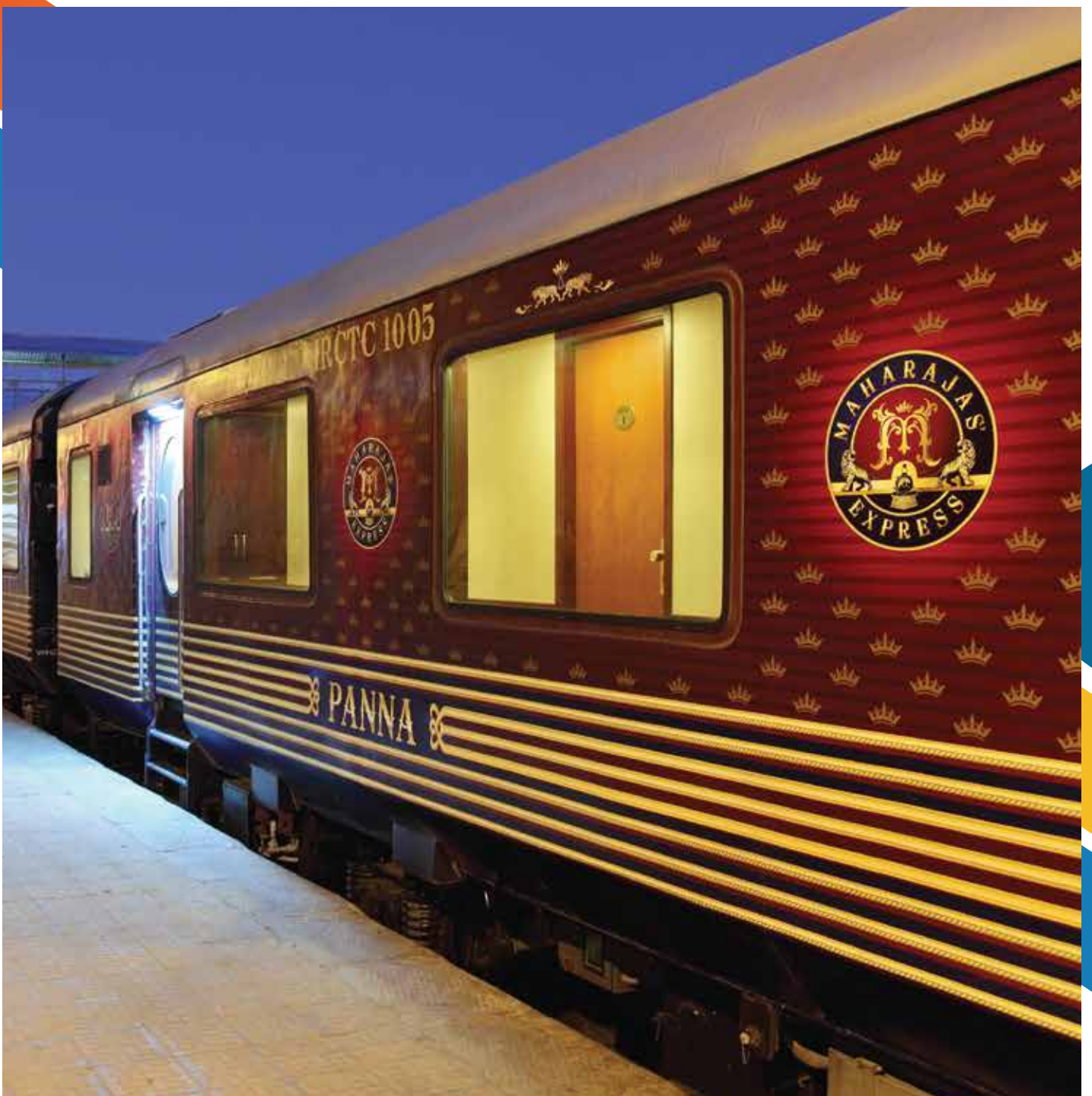


50% Rise in Visitors of Prestigious Mini Ratna PSU, Courtesy Cyfuture Digital Marketing



Client

Indian Railway Catering and Tourism Corporation (IRCTC) is a subsidiary of the Indian Railways that handles the catering, tourism and online ticketing operations of the Indian Railways, with around 550,000 to 600,000 bookings every day.

It is a Miniratna-I Public Sector Undertaking, with high standards of operation and a penchant for innovative customer schemes to further drive up customer acquisition.

Business Need

Indian Railway Catering and Tourism Corporation needed to showcase its diverse offerings across the verticals in which it operates:

- **Catering:**
operating pantry services for trains and at stations, including the app named Food On Track, which lets passengers order food from QSRs and fast food outlets
- **Tourism:**
Bharat Darshan trains, religious tours, Buddhist Circuit Tourist Train, Maharajas' Express, as well as package tours that include a variety of activities
- **IRCTC Air:**
a relatively new offshoot that was launched as a website and an app for Android and iOS users for booking flight tickets, including LTC bookings

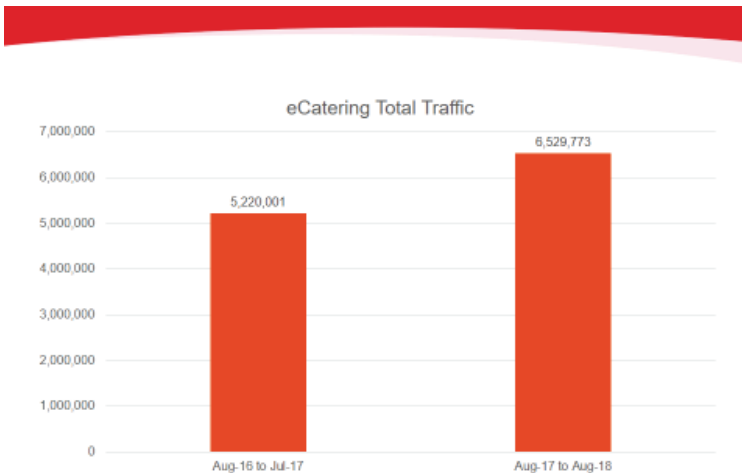
IRCTC required a strong and focused ongoing campaign to bolster its social media presence and visibility.

Business Solution

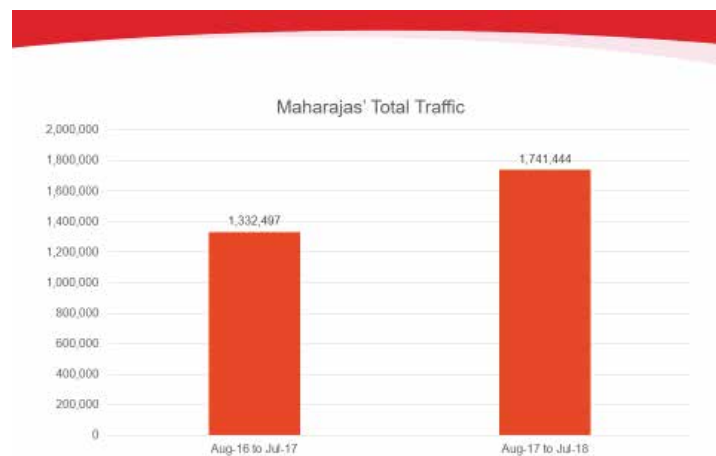
Cyfuture threw the campaign into high gear with a meticulously developed plan for customer engagement, acquisition and conversion by honing the social media feed across the usual channels of Facebook, Instagram, Twitter, LinkedIn, YouTube and various platforms that were relevant to the demographic identified as the target audience for the creative output of the Cyfuture digital marketing team.

Business Results

Within the short span of a few months, the traffic for the eCatering channel had shot up by 1,120,000 to deliver a cumulative total of 6,529,773 visitors. The social component of sources of traffic jumped by 34.59% due to the minutely planned initiatives of Cyfuture digital marketing.



During the same interval, the number of visitors to the Maharajas' Express website leapt up by over 400,000 – without ANY paid impetus, whether branded or generic. The direct sources of traffic from social media were up by 56.64%, reflecting the success of Cyfuture's digital marketing plans.



The Conclusion:

IRCTC witnessed prolific growth in website traffic, which resulted in stronger sales and a better bottom line for two of its crucial verticals. The excellent long-lasting consumer image built up by the sustained branding push by Cyfuture digital marketing teams has resonated well with IRCTC management and also attracted considerable attention from all demographics, especially the ones specifically targeted by Cyfuture's high profile client.