



इंडियन रेलवे कटरिंग एवं टूरिज़्म 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

IRCTC/CO/TRSM(TRSM)/8/2025/TRSM(47427)

Dated: 22.05.2025

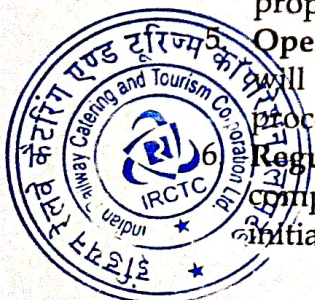
Kind Attn. Mr. Vijay Sharma,
M/s Mepicon Project Consultants,
401, Good Earth City Centre
Mayfield Gardens,
Sector-50, Gurgaon-122018,
Delhi NCR, India
E-mail: bd@mepicon.com

Sub: LOA for empanelment of Consultant for Programme Management and Implementation of Digital Initiatives of IRCTC

- Ref: 1) Proposal letter No.MPC/Del/IRCTC/015 dated 24.03.2025 of M/s Mepicon Projects Consultant.
2) Revised proposal after negotiation of vide letter No.MPC/Del/IRCTC/015-A01 dated 08.05.2025 of M/s Mepicon Projects Consultant.

With reference to the above, it is to inform you that the offer for providing consultancy services for the programme management and implementation of digital initiatives at IRCTC has been approved by the competent authority for a consultancy charges of Rs.4.95 lakhs + GST. The scope of work of empanelling you as **Consultant for Programme Management and Implementation of Digital Initiatives of IRCTC** is detailed below:-

- 1. Market and Opportunity Assessment:** To analyze the current market landscape, including potential competitors, customer trends, and technological advancements that may impact the success of IRCTC's digital initiatives.
 - 2. Business Model Evaluation:** To evaluate various business models that could be adopted for the proposed digital initiatives and their alignment with IRCTC's goals and objectives.
 - 3. Cost-Benefit Analysis:** To conduct a detailed cost-benefit analysis of implementing the digital initiatives, including projected financial returns and risk mitigation strategies.
 - 4. Technology and Infrastructure Review:** To assess the existing technology infrastructure and recommend necessary upgrades or changes to support the proposed digital projects effectively.
- Operational Impact Assessment:** To understand how these digital initiatives will impact IRCTC's current operations, customer experience, and internal processes.
- Regulatory and Compliance Study:** To examine relevant regulations, compliance requirements, and legal implications concerning the digital initiatives.



[Signature]
22/5/25

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7. **Stakeholder Engagement:** Meet with key IRCTC personnel, including decision-makers from IT, business, and operations departments, to understand the vision for digital transformation.
8. **Data Gathering and Analysis:** Conduct secondary research and, if necessary, primary research to assess the current market dynamics, customer needs, and technological trends.
9. **Feasibility Study:** Conduct an in-depth feasibility analysis, identifying technical, financial, and operational risks, and propose mitigation strategies. Assess the business potential and based on that suggest a strategy for IRCTC to proceed into this business.
10. **Revenue Projection:** Based on the above studies, to propose business projection for this business vertical.
11. **Presentation Material:** Create the presentation material with relevant content for IRCTC to present the same to relevant departments including Archaeological Survey of India.
12. **SWOT Analysis:** Provide a detailed SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of the proposed digital initiative business.
13. **Reporting:** Deliver a comprehensive report, which will include an executive summary, detailed analysis, and actionable recommendations, supported by clear data and projections.
14. **Presentation to IRCTC Board:** Present findings to the IRCTC leadership team and provide recommendations for strategic decision-making on whether IRCTC should take up the business or not.

Payment Terms:-

25% at the time of award of consultancy, remaining 50% after 60 days from date of award and balance 25% after execution of project.

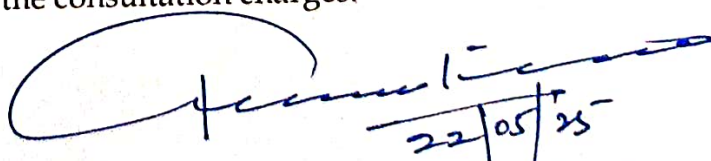
Time frame:-

The interim report in this shall be submitted to competent authority within two months and final report and presentation to IRCTC board within three months from the date of acceptance.

You may coordinate with Shri Pradeep Dhiman (GM/T) IRCTC for any information required by you for undertaking the study.

We request you to acknowledge this letter of ours and intimate your acceptance of the Letter of Award by returning the signed and returning the acknowledgment copy of this LOA for releasing 25% of the consultation charges.




22/05/25

Ratheesh Chandran R.
(Additional General Manager/Tourism)

CC:- 1) JGM/T as PS to DTM for information of DTM
2) GGM/T for information please

ACKNOWLEDGEMENT AND ACCEPTANCE OF LOA

I/we hereby acknowledge the receipt of the Letter of Award empanelling M/s Mepicon Projects Consultants as Consultant for Programme Management and Implementation of Digital Initiatives of IRCTC and hereby intimate our acceptance of this LOA and work as per LOA.

**Mr. Vijay Sharma,
M/s Mepicon Project Consultants**

**Date:
(Company seal)**