



इंडियन रेलवे कॅटरिंग एण्ड टूरिज्म कॉरपोरेशन लिमिटेड
(भारत सरकार का उद्यम-मिनी रत्न)
INDIAN RAILWAY CATERING AND TOURISM CORPORATION LTD.
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Press Release

“NOW IRCTC 139 CALLS ARE TRUCCALLER VERIFIED”

- IRCTC has recently tied up with Truecaller for getting the 139 calls verified by Truecaller Verified Business Identity Solutions.
- Customers will now see a green verified business badge logo while making calls to 139 Helpline.
- IRCTC’s brand name and profile photo offering a safer customer experience and reducing the chances of frauds.
- Through this new initiative, IRCTC has moved a step forward in making the communication channels with the customers more robust, reliable and safe.

New Delhi, 28.10.2021 :- The Indian Railway Catering and Tourism Corporation Limited is one of the most customer centric government organizations providing a host of travel, tourism and hospitality solutions to the passengers and tourists. The company has been continuously developing various innovative travel solutions for the people in furtherance of the ‘Digital India’ initiative of the Central Government.

Among the wide bouquet of products and services, IRCTC also manages the Integrated Railway Helpline 139 which is used by millions of people daily for various passenger train related enquiries. IRCTC started the 139 Enquiry and Helpline Services in 2007 with Bharat BPO Services Limited as its technical partner in the project. The helpline receives about 2 lakh calls every day regarding train reservation, arrival and departure along with requests regarding security, medical and other special needs.

IRCTC has recently tied up with Truecaller for getting the 139 calls verified by Truecaller Verified Business Identity Solutions. Truecaller enables safe and relevant conversations between people and makes it efficient for businesses to connect with consumers. Truecaller is on a mission to build trust in communication and is an essential part of everyday communication for close to 292 million active users globally with 30 billion unwanted calls identified and blocked.

Customers will now see a green verified business badge logo while making calls to 139 Helpline. In addition to this, verified SMS message headers will ensure that the customers know that they are receiving the communication about their bookings and other travel details from IRCTC only. Thus, the verified tick mark icon will lock IRCTC’s brand name and profile photo offering a safer customer experience and reducing the chances of frauds.

Through this new initiative, IRCTC has moved a step forward in making the communication channels with the customers more robust, reliable and safe with technical collaboration with True Caller thereby building trust with the customers.
