ICE

INFORMATION
COMMUNICATION
ENTERTAINMENT

A PROPOSAL FOR THE RAILWAY ADMINISTRATION

Zero capex · Licensee-operated

One scan. Every passenger informed, reached & delighted.

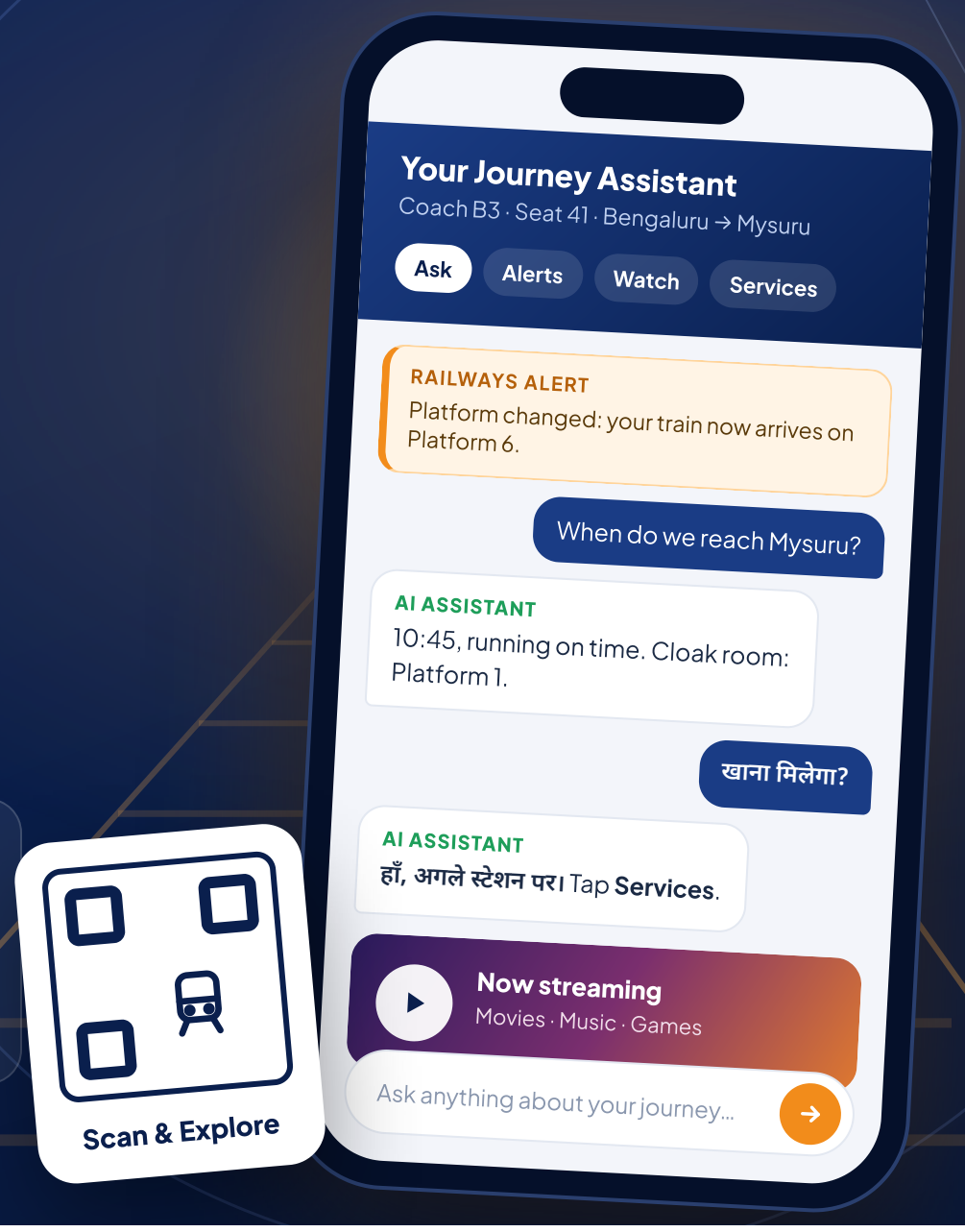
An AI-powered passenger platform that opens from a QR code. It **answers questions**, **pushes Railways' alerts** and **entertains** on the journey, and it is **funded by advertising, not by Railways**.

Information
AI answers on trains, platforms & services

Communication
Alerts, announcements & emergencies

Entertainment
Movies, music, videos & games on the go

No app download · opens in any mobile browser



BUILT AROUND YOUR CHALLENGES

Six problems Railways faces every day, solved

The challenge · What the platform does

- Enquiry counters and helplines overloaded at peak hours

An AI assistant that answers in seconds

Train timings, platforms, facilities and services, answered around the clock in the passenger's own language.

- Announcements lost in noise, crowds and language barriers

Every announcement reaches the phone

Platform changes, delays and notices go straight to each passenger's screen in readable, multilingual form.

- Emergencies and disruptions need instant, wide reach

Railways priority override

Emergency and public-service messages take over every screen at once, with Railways in control.

- Low awareness of passenger welfare schemes and services

Reserved public-service airtime

Up to 10% of display time is reserved for Railways' public-interest messages at zero cost, plus a dedicated welfare film.

- Pressure to grow non-fare revenue without new spending

A new revenue stream at zero capex

The licensee builds, runs and funds the platform through advertising and pays Railways a licence fee.

- Long journeys and passenger satisfaction scores

Entertainment on every phone

Movies, music, videos and games keep journeys pleasant, with no hardware fitted to coaches.

HOW IT WORKS

1. **Scan** — QR on seats, coaches, platforms & tickets
2. **Open** — Loads instantly as a web app. No download.
3. **Ask · Know · Enjoy** — AI answers, live alerts & entertainment

Works at **stations**, on **trains** and in **waiting halls**

BUILT TO RAILWAYS & GOVERNMENT STANDARDS

- **99.5%** monthly uptime SLA
- **HTTPS** end to end · **OWASP** Top-10
- **DPDP Act 2023** & IT Act 2000
- **MeitY** cloud & GoI IT policy
- Every campaign **pre-approved** by Railways
- Strict content rules · **Railways' decision final**

What Railways gains, at no cost

Proposed next step: a pilot on selected trains & stations

Let's discuss a pilot →

Zero capex
Licensee designs, deploys, operates & maintains

New revenue
Licence fee from an ad-funded model

Lighter load
Fewer queries at counters & helplines

Instant reach
Direct line to passengers in an emergency

Happier passengers
Informed, connected & entertained