

Marketing Initiatives

The Company’s marketing policy is instrumental in retaining the existing market share and attracting new customers.

FPC is a customer-oriented and socially responsible company. In order to increase passenger satisfaction, attract passenger traffic to rail transport and improve the overall affordability of transportation, the Company actively uses incentives and marketing initiatives aimed at reducing the passenger fare burden.

10 fare plans offered in 2023
(7 selective marketing initiatives)

>1 million passengers were attracted additionally by flexible pricing policy in 2023

In order to better communicate with our passengers, we are continuously refining the tariff policy for long-distance trains.

In an effort to lower the overall cost of transportation, we allow our clients the option to buy travel documents on special year-round fare plans for several traveller categories:

- On Birthday Better by Train – 10% discount for the birthday person and three accompanying persons in all types of carriages
- Non-refundable fares – 20% discount when purchasing a non-refundable ticket in the last four-seat compartment of a second-class sleeping carriage
- 50% discount for children aged 10 to 17 in fourth-class seating carriages, second-class sleeping carriages of double-decker trains, and 2nd- and 3rd-class seating carriages of motor driven rolling stock

- “Entire Compartment” – up to a 20% discount on the purchase of an entire compartment in the sleeping carriage
- SINGLE in first-class sleeping carriages – 20% discount when buying the whole compartment
- Big Family – 15% discount in second-class sleeping carriages
- For 60+ passengers – 15% discount in second-class sleeping carriages
- For disabled passengers – 50% discount when travelling in a designated compartment for passengers with disabilities and for one person accompanying them; in second-class and first-class sleeping carriages for passengers with the first disability group and one person accompanying them, disabled children and one person accompanying them who are members of the Loyalty Programme
- Loyalty Programme for students – 25% discount for full-time undergraduate and postgraduate full-time students participating in the student project of the Loyalty Programme for second-class sleeping carriages of long-distance trains and carriages with seats on high-speed trains

About 20 million people were able to travel at a discount thanks to a set of ticket plans intended to increase the affordability and availability of rail travel and to improve population travel behaviour.



Projects realised in 2023

Fare products

In 2023, the Business Pass¹ covered a total of 10 routes: Moscow – St. Petersburg, Moscow – Petrozavodsk, Moscow – Bryansk, Moscow – Rostov-on-Don, Moscow – Cheboksary, Moscow – Yaroslavl, high-speed trains Lastochka of 700th numbering (from Moscow to Nizhny Novgorod, Belgorod, Kursk and Smolensk). In total, more than 6,900 business passes were purchased in 2023.

Passengers who make frequent journeys are also offered to purchase personalised discount cards, which entitle them to purchase discounted travel tickets (during card validity period) for seating carriages or in compartment carriages on domestic long-distance trains made up by JSC FPC. The discount ranges from 10 to 20% and depends on the discount plan chosen. A total of about 1,600 discount cards were purchased during 2023.

Total for 2023:

~20 million passengers made use of discounts

>6,900 business passes purchased

~1,600 discount cards purchased



¹ For reference: in 2018, the first pilot Business Pass e-card was launched on the Moscow – Nizhny Novgorod route.