

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No. M/294(1)/10-OPD (M)

O/o the VC & MD,
Musheerabad, Hyd-624.

CIRCULAR NO. 09/2010-OPD (M) DATED 19.02.2010

Sub: **SHORT FILMS ON MARKETING SCHEMES:** Display of short films on Marketing Schemes of APSRTC in CCTVs in Bus Stations and TVs available in Super Luxury & Garuda buses and also on local cable TV- Reg.

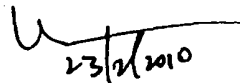
APSRTC has been launching various schemes and products to retain clientele base and also to increase the rider ship of the Buses. Schemes such as CAT Cards, Bus passes etc are aimed at retaining the customers. Products such as JHTs and CGCs are helping to add new regular passengers to our existing passenger base. Our Corporation comes up with novel initiatives from time to time to provide various facilities to passengers in the areas of advance reservation, booking of tickets and other schemes.

As a first step towards implementing a comprehensive media plan to improve the image of the Corporation, Short films have been made on various Marketing Schemes of the Corporation to propagate among the people and to create additional demand and thereby increase sales.

DVDs containing five short films were prepared at Head Office and are distributed to all Regions and instructions are issued to play these DVDs in all CCTVs available in our Bus Stations, TVs available in Super Luxury & Garuda buses all over the Corporation and also on local cable TVs.

Therefore you are advised to ensure that these short films are effectively utilized by the Field Officers and conduct periodical checks on display of short films in CCTVs in Bus Stations, in Super Luxury & Garuda buses, in local Cable TV and during Mass Campaigns conducted like CAT card melas etc. without fail and to make best use of the opportunity to attract new customers towards our services.

You shall report back on the matter immediately.



**VICE CHAIRMAN &
MANAGING DIRECTOR**

To
All Regional Managers

Copy to all EDs for information please

Copy to all Dy. CTMs/DVMs, DMs/ATMs and Traffic Incharges for n/a.