

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

Office of the VC & MD
Mushirabad, Hyderabad-20

No. C3/10(3)/2000-OPD(C).

Circular No. 12/2000-OPD(C), Dt. 29.4.2000

Sub:- **ADVERTISEMENTS** - Display of advertisements on the new buses of less than 2 years age - Contravening condition of Agreement. - Instructions issued - Regarding.

You are aware that Corporation have appointed Advertising Agents of Mobile Media Zone-wise and at Hyderabad City Region to display advertisements on the buses of Corporation.

As per the condition stipulated in the Agreement "The contract is for display of advertisements by the Advertising Agent on the buses held by the Depots as on the date of commencement of the Agreement except the following categories of buses.

- (1) Climatizers (A/C), Hi-tech, Deluxe, Upgraded Deluxe buses and new buses of less than 2 years age including those already commissioned as on the date of commencement of the Agreement".

In terms of the above Clause, the Advertising Agent is not entitled to display advertisements on special type buses and the buses of less than 2 years age which affects the aesthetics of the new buses of Corporation.

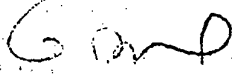
But it is observed that Advertisements are allowed to be displayed on some of the new buses of less than 2 years age in contravention of the conditions of contract.

Vice Chairman & Managing Director expressed severe displeasure over deliberate violation of the Terms and Conditions of the Agreement by some of the Depot Managers and ordered to strictly adhere to the conditions of the Agreement by not allowing display of advertisements on the buses of less than 2 years age.

All the Depot Managers are hereby advised not to allow display of advertisements on the buses of less than 2 years age and to strictly adhere to the Terms and Conditions of the Agreement entered into with Advertising Agents.

If any advertisements are noticed on the buses of less than 2 years age, action will be initiated against the Officer/Supervisor responsible for the offence.

Please acknowledge.


EXECUTIVE DIRECTOR
(OPERATIONS)

To
All Depot Managers.
A.P.S.R.T.C.

Copy to all Executive Directors of Zones - for information.

Copy to all Regional Managers - for information and necessary action.

Copy to all Dy.CTMs(M&C) of Zones & Dy.CTMs of Regions - with an advice to inspect this aspect also during their inspection of Depots and to ensure implementation of the issued instructions.