

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

M/561(3)/2001-OPD(M)

Office of the VC & MD,
Mushirabad, Hyderabad.

CIRCULAR NO.27/2001-OPD(MARKETING) DATED 14.06.2001

SUB : MARKETING SCHEMES - Organisation of "Campaign Fortnight" from 1.7.2001 to 15.7.2001 to promote Marketing Schemes - Instructions issued - Regarding.

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INTRODUCTION

To design our services according to the changing needs of our esteemed customers, the Marketing Wing at Corporate Office had devised many innovative Schemes and implemented them successfully.

The Schemes which are in operation are, TREATS - for Frequent pliers on Vijayawada-Hyderabad and Hyderabad - Bangalore routes, JET TICKETS - for providing flexibility of travel from anywhere to anywhere, any number of times in a given period, CAT CARD - providing every and any individual discount travel, MONTHLY SEASON TICKETS - enabling to travel for 30 days paying only 20 days fare etc...

Apart from the Schemes above, service oriented measures like Reservation of seats on Telephone & Door Delivery of Tickets, Return Journey Tickets, Tirupathi-Tirumala Link Tickets, Relaxation of Ticket cancellation & Refund Rules, Free Travel in City Services on the strength of Advance Reservation Ticket, 'HAIL & BOARD' etc., are also under taken.

Further to meet the flexi-fare feature offered by the private operators, it was decided to allow free Boarding & Alighting beyond our designated Bus Stations within the Town / Municipal Limits in District and upto the suburban limits in case of Twin Cities of Hyderabad & Secunderabad.

OBSERVATION OF 'CAMPAIGN FORTNIGHT'

To popularise the Marketing Schemes and passenger Friendly measures introduced and to register them on the top-of-the-mind of the target client, it is necessary to give ad-push to these measures, take up both internal and external marketing.

Despite the best efforts made so far to publicise the Schemes through various media like News Paper ads, Cinema slide Exhibition, Distribution of Pamphlets, Exhibition of Banners, Bus & Bus Station space etc., the desired level of awareness is not fully achieved both amongst our staff and public in general.

To educate, enlighten, inform, create and heighten awareness among the interested parties, it is felt necessary to take up Promotional Campaign by organising "Campaign Fortnight".

To start with, "Campaign Fortnight" has to be launched and observed on our passenger friendly schemes from 01.07.2001 to 15.07.2001.

The following Marketing Schemes & Passenger Friendly Measures shall be introduced/re-inforced and publicised during the 'CAMPAIGN FORTNIGHT'.

MARKETING SCHEMES

- 1) Treats Scheme (Vijayawada - Hyderabad & HYD-BNGL).
- 2) Jet Tickets.
- 3) Monthly Season Tickets.
- 4) Reservation of seats on Telephone & Door delivery of Tickets.
- 5) Return Journey Tickets (on selected routes).
- 6) Authorised Ticket Booking Agency System in Districts
- 7) CAT Cards.
- 8) Tirupathi-Tirumala Link tickets.
- 9) Computerised ticket booking system in twin cities.
- 10) Travel As You Like & Holiday Tickets.

PASSENGER FRIENDLY MEASURES.

- 1) Relaxation of Cancellation of Tickets & Refund rules.
- 2) Free travel in city services on the strength of advance reservation tickets.
- 3) Hail & Board concept.
- 4) Free Travel beyond designated Bus Stations within Municipal / Town limits in districts and upto suburban limits in twin cities.
- 5) Traveling to any point in twin cities beyond MGBS/JBS only by charging fare upto MGBS/JBS.
- 6) Providing attendant facility in Hi-Tech/ AC/ Sleeper services.
- 7) Providing audio/video facility in special type services.

PUBLICITY

Campaign Fortnight at Depots shall be celebrated by exhibiting banners on Marketing Schemes, Conducting gate meetings and explaining the crew about the schemes and the ideology behind introducing such schemes and the benefits offered to the traveling public. Pamphlets/Brochures shall also be distributed to our staff and passengers during the Fortnight for wide publicity.

At all the bus stations a special 'Campaign Desk' shall be organised at a conspicuous place. The 'Campaign Desk' shall be decorated with a stand, play-cards with brief, attractive messages on Marketing Schemes and passenger friendly measures. A special drive shall be under taken motivating the operating Crew/Staff and Supervisors, duly assigning targets, to enroll new members under 'TREATS', 'CAT' Card Scheme and promote sale of JET Tickets and MST (Monthly Season Tickets). Special arrangements shall be made to deliver the laminated CAT Card to the members enrolled on the spot at Bus Stations and Bus Depots.

Pre-recorded messages on Marketing Schemes are to be played through the public address system and Ad clippings through CCTV. Cinema slides on schemes such as CAT card; MST; JET etc. shall be exhibited in local theaters during the Fortnight.

Slogans which are furnished in Annexure 'A' shall be stenciled inside the buses for wider publicity.

Banners at conspicuous places in bus stations shall be exhibited displaying the salient features of various Marketing Schemes as per the matter furnished at Annexure-B.

~~During the 'Campaign Fortnight', the Depot Manager shall organise a press meet preferably at Bus Station to brief the press on the facilities extended through passenger friendly measures and discounts extended thereon on various Marketing Schemes.~~

The Regional Manager shall ensure observation of 'Campaign Fortnight' by all the Depots in the Region. They are authorised to incur expenditure as per financial powers delegated recently on printing of pamphlets, Preparation of Banners, purchase Memento to be presented to one best Depot from the Region and organising press meets Etc.,

On the first day of the 'Campaign Fortnight', a press meet shall be organised at RM's office duly furnishing the press, the information on implementation and progress of various Marketing Schemes in the Region.

The DVM shall associate with DMs and ensure smooth organisation of the 'Campaign Desks' at Bus Stations; press meets by Depot Managers and monitor the arrangements like printing and distribution of Pamphlets, Exhibition of banners and Boards in the bus stations, Stenciling of Marketing Schemes, Slogans inside the buses etc.

To commend the overall efforts made by Depots in achieving the best performance and progressive implementation of Marketing Schemes adopting innovative methods in publicity, generating local patronage and effective involvement of Staff and Supervisors, it is decided to present a Memento by Regional Manager to one Best Depot from his Region during the Campaign Fortnight.

The DVMs shall identify and recommend one best Depot to Regional Manager for presentation of Memento based on highest performance achieved in all parameters of Marketing Schemes and implementation of Passenger friendly measures during the last 3 years.

All the Regional Managers are advised to submit a comprehensive report after conclusion of "Campaign Fortnight" together with press clippings on the activities organised during the 'Campaign Fortnight' at all the Depots of the Region with specific data on enrollment of new members under CAT Card scheme, TREATS scheme and JET tickets sold during the 'Campaign Fortnight' directly to the Executive Director (Operations).

It should be the endeavor of each and every one to popularise the Marketing Schemes and passenger friendly measures devised to attract clientele from other modes of transport aimed to improve OR of our Services.

Acknowledge the receipt

Sd/- R.P.Singh,I.P.S
VICE CHAIRMAN &
MANAGING DIRECTOR

ATTESTED BY
Sd/- A.GNANESHWAR
EXECUTIVE DIRECTOR(O)

To
All Depot Managers.

Copy to

FA, CAO for information
All EDs and RMs for information & n/action.
Chief Auditor for information.
All Dy CTMs (M&C) of Zones and
All Principals of ZSTCs for information.
Principal Transport Academy, Hakimpet for information.
All DVMs of Divisions for information & necy action
All Dy CAOs/AOs of all Zones and Regions for information
All ATMs of the Bus Stations
Traffic Incharges of all Depots