

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M/543(4)/10-OPD (M)

OFFICE OF THE VC & MD
MUSHEERABAD: HYDERABAD

Circular No. 29/2010-OPD (Mktg) Dated 19.10.2010

Sub: CAT CARDS – Introduction of Family CAT Cards to 3 years and above CAT Card holders (i.e. Rs 140/- CAT Card) treating them as loyal customers – Reg.

It has been a decade since our leading marketing product CAT Card had been launched. Ever since the inception, it has become a household brand name in the state. Even in the Corporation's perspective, it really proved to be a very effective customer retention tool and helped a lot in improving the Occupancy Ratios. In order to make it more attractive and passenger friendly, we have been continuously tailoring the features of the CAT card to match with the aspirations of the customers. Some of these efforts include the reduction in tariff of renewed CAT Cards, decentralizing issue procedure, introduction of Two years and Three years validity CAT cards, etc,. All these strategic changes expanded the customer base and enriched customer satisfaction.

During the year 2009-10, we could garner CAT Card Customer base to **8,03,996 nos.** Among them, 2,31,735 are Rs.140/- (3 years and above) CAT Card holders. These CAT Card holders have been using the CAT Cards for the past 3 and more years and are loyal customers to APSRTC. Now as a measure to reward these long term loyal customers, it is proposed to introduce a Concessional Card namely FAMILY CAT CARD, which extends the concession to their family members also.

Competent Authority has accorded approval for introduction of Family CAT Cards with the following features:

1. The "FAMILY CAT CARD" will be issued to Rs 140/- denomination CAT Card holders and also to CAT Card holder of 160/- denomination renewing to Rs. 140/- denomination card.
2. Five family members (i.e. spouse/children/dependent members) including Rs. 140/- CAT Card holder, will be offered 10% concession in fare by issuing "FAMILY CAT CARD".
3. The price of the "FAMILY CAT CARD" is fixed at Rs.300/- with validity period of One year.
4. Existing Rs. 140/- denomination CAT card holders can obtain family CAT card on payment of difference of Rs. 160/- . The validity of such Family CAT Card is coterminous with the period of existing CAT Card holder.

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5. The customer will be issued with an Identity Card duly affixing the photographs of all 5 family members (i.e. spouse/ children/ dependent members and including Rs. 140/- CAT Card holder) incorporating customer's personal profile and details of his family members.
6. Any family member who is in possession of "FAMILY CAT CARD" while on journey in APSRTC buses can get Fare concession of 10%.
7. However 10% concession is not given on Child (Half Ticket) Fare.
8. In case when the customer is traveling with his family collectively, all the 5 family members (spouse/children/dependent members including Rs. 140/- CAT Card holder) will get Fare concession of 10% each.
9. In case of death of Customer/family member who ever holding the "FAMILY CAT CARD" in an accident while traveling in APSRTC bus, the assignee/legal heir is entitled for additional compensation of Rs. 2 lakhs (irrespective of no. of deaths) after following the legal formalities. In such cases, the validity of the "FCAT" will be ceased and is taken into the possession of the Corporation.
10. The remaining rules prescribed for issue of CAT cards vide Circular No.69/99-OPD (MKTG); Dt.18.12.1999 pertaining to methodology, additional compensation, claim settlement, checking etc stands good in issuing Family CAT Card also.

I. ACCOUNTAL:

- Stock of Family CAT Cards has to be fed to the computer as done for all other type of CAT Cards.
- All other existing instructions in vogue such as lamination and issuing on the spot to the customers are same as in the case of other CAT cards.

II. COLLECTION OF THE CARDS FROM Printing Press/MYP and Zonal STORES:

The COS (zones) are requested to collect Family CAT Cards from COS/Miyapur duly placing special indent and arrange for distribution of the cards to the Depots under their control.

III. LAUNCH OF NEW SCHEMES:

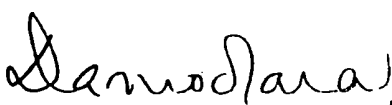
The Regional Managers are requested to take steps for launching of Family CAT cards on **01.11.2010** by local VIPs with due pre and post launch publicity. The News Paper clippings pertaining to launching of this new Family CAT Card shall be sent to the Executive Director (O & MIS)

IV. PUBLICITY:

Therefore all Field Managers are requested to undertake wide publicity through Press & Electronic Media on above benefits for popularising FCAT Cards among the existing CAT Card holders and increase sale of Family CAT Cards.

The tariff and model of Family CAT cards in the form of Flexi banners shall be displayed at all the Bus Stations and CAT card counters for the information of all CAT card holders.

The details of sale of Family CAT Cards shall also be furnished along with other monthly periodicals to the corporate office by 10th of every month.


EXECUTIVE DIRECTOR (O&MIS) 9/10/17

To
All Regional Managers
All Deputy Chief Traffic Managers
All Depot Managers

Copy to:

All other Officers of the Corporation
CE (IT) with a request to arrange for software modifications for accountability of Family CAT card.
WM/Printing Press/Miyapur for information and necessary action.
COS/(UPL, KRMR, VJA, VZM, KDP, NLR & TPT) with a request to collect the cards from COS/Miyapur
COS/Miyapur with a request to handover the cards to the zonal stores
PO (Training) to include in the Monthly index of circulars
All Traffic Incharges, Bus Station Managers and all Squad Incharges for necessary action