

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M1/533(1)/10-OPD (M)

Office of the VC&MD,
Musheerabad, Hyderabad-624

CIRCULAR NO. 30/2010 -OPD (MARKETING) DATED 26.10.2010

Sub: Sabarimalai Special Operations - Operation of buses to Sabarimalai for the year 2010-11 - Certain guidelines to increase profit margin of the buses operated to Sabarimalai - Reg.

During 2009 - 10, many Marketing initiatives were taken to increase the Market Share of APSRTC in the Sabarimalai Operations. Hence an improvement of 47 buses in 2009-10 over previous year operations in terms of the number of Buses operated. Henceforth it is decided to continue the same Marketing initiatives even for this Sabarimalai season also, so that Field managers can undertake wide publicity to these Marketing initiatives and improve the market share to the highest possible extent.

VC & MD accorded permission to continue the Marketing Strategies which were followed in 2009-10 for the year 2010 - 11 also. The same are furnished hereunder:

I. REDUCTION IN SPECIAL HIRE RATES:

The VC & MD with the concurrence of FA approved the Special Hire rates for different types of buses for undertaking Sabarimalai tours up to 31.12.2010, as follows:

S.No.	Type of Bus	Existing Special Hire Tariff per Km (Rs)	Reduced Special Hire Tariff per Km (Rs) (for Sabarimalai up to 31.12.2010 only)
1	Super Luxury	27.00	25.00
2	Deluxe	26.00	24.00
3	Express	30.00	27.00
4	Pallevelugu	28.00	26.00

However from 01.01.2011, the regular (without reduction) special hire rates will apply to the buses given to Sabarimalai. The regular rates are reiterated hereunder.

S.No.	Type of Bus	Existing Special Hire Tariff per Km (Rs.)
1	Super Luxury	27.00
2	Deluxe	26.00
3	Express	30.00
4	Pallevelugu	28.00

The DATE OF STARTING OF THE BUS (NOT THE DATE OF BOOKING) shall be reckoned for calculating the Special Hire Rate. If a Super Luxury bus is booked on 1.12.2010 and starts on 1.1.2011, Rs.27/- shall be charged. In case of a bus that is booked on 30.12.2010 starts on 31.12.2010, Rs. 25/- shall be charged.

In addition to the above, VC & MD also accorded sanction with the concurrence of FA for the following arrangements for Sabarimalai Special Buses Operations for the year 2010-11:

I. MINIMUM CHARGEABLE KMs ONLY 420:

To continue minimum chargeable Kms per day as 420 (instead of 480) exclusively for Sabarimalai Special Hire Operations for the year 2010-11.

II. BUSES TO BE BOOKED BY GURUSWAMYS, EMPLOYEE AGENTS ALONG WITH ATB AGENTS:

To allow Guruswamys as well as Employee Agents to book the Buses for Sabarimalai on Commission basis along with ATB Agents

III. ENHANCEMENT OF COMMISSION:

To enhance commission from Rs.200/- to **Rs.250/- per bus per day** to Guruswamys/Employee Agents/ATB Agents who book buses for Sabarimalai Operations for the year 2010-11.

IV. FREE TRAVEL FOR COOKS:

To allow two cooks free of cost in the buses undertaken for Sabarimalai tours, without providing seats.

V. PROVISION OF IMPREST FOR RS.500/- PER BUS:

To provide miscellaneous imprest of Rs.500/- per bus to meet incidental expenditure such as Mechanical failures, Tyre punctures etc., and official Telephone calls.

VI. HSD OIL IMPREST:

To provide HSD oil imprest based on the formula below, with a maximum amount of Rs. 15,000/-

Imprest to be given for HSD Oil =

KMs to be operated in other States (beyond AP) (-) 500 KMs

4.5 kmpl

In addition to the above, the publicity materials developed by Marketing Wing shall be utilized to create awareness about APSRTC operations and to bring pilgrims and Guruswamys into APSRTC fold.

Therefore all the Field Managers (DMs, Dy.CTMs/DVMs & RMs) shall bestow their personal attention to make best use of above sanctions duly giving wide publicity to Sabarimalai operations. They should utilize the publicity material developed by the Marketing Wing and book maximum no. of Buses during Sabarimalai Operations for the year 2010 - 11.

S. Anandara
EXECUTIVE DIRECTOR (O & MIS) 26/10/10

To

All Regional Managers

Copy to all ED (Zones) and HODs for favour of information.

all DVMs, Dy.CTMs & Dy.CAOs for information and necessary action.

all DMs, ATMs, AOs and Traffic Incharges for necessary action.