

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

M/164(1)/99-OPD(M)

Office of the VC & MD,
Musheerabad, Hyderabad.

CIRCULAR NO.35/99 OPD (MKTG) DT: 29.06.1999

SUB: FREQUENT PLIER PROGRAMME (RTC TREATS) - "Travel Regularly and Earn an Additional (free) Trip" Scheme on the route Hyderabad-Vijayawada-Operation of the Scheme as a regular Marketing Strategy.

REF:1) Circular No.31/96-OPD(M) Dated 10.05.96.
2) Letter No.Dy.S1/164(4)/94-OPD(M) Dt 13.05.97.
3) M/164(1)/98-OPD(M) Dated 29.06.98.

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Vide Circular at reference 1st cited, a scheme nomenclatured "RTC TREATS" (Travel Regularly and Earn an Additional (free) Trip Scheme) on the route, Hyderabad - Vijayawada was introduced with effect from 20th May, 1996 with objective to retain clientele, develop brand loyalty, cultivate satisfied clientele group and attract more passengers hitherto using other modes of transport to our services.

Initially, the scheme was operated for a period of one year and subsequently the validity was extended upto 30.06.1999 through the letters cited at reference 2 and 3.

On completion of 3 years period after introduction of the scheme a detailed analysis has been made by conducting opinion survey of the members. During the survey, it is revealed that the majority of the members of the scheme felt that the scheme is to be operated permanently for the benefit of frequent pliers.

Considering the opinion of the members of the scheme and fulfillment of its objectives, it is decided to operate the scheme, permanently as a regular Marketing strategy for the benefit of frequent pliers and use it as an effective tool to combat other modes on highly competitive route Hyderabad-Vijayawada.

The procedure, Terms and Conditions already communicated through Circulars and letters remain the same.

This has concurrence of Financial Adviser.

Please acknowledge.

**Sd/- V.APPA RAO, IPS.,
VICE CHAIRMAN &
MANAGING DIRECTOR**

To
The Regional Managers
Rangareddy & Vijayawada

Copy to:

Executive Directors of HYD & VJA Zones for n/action.
FA, CAO & Director (V&S) for information.
Dy CTMs of HYD & VJA Zones for n/action.
Dy CTMs of RR & VJA Regions for n/action.
ATMs of PNBS(VJA) & IBS(HYD) for n/action.
Dy CAOs of HYD & VJA Zones for n/action.
Dy CAOs of VJA & RR Regions for n/action.
ATM, HES for information.
All Squad Incharges of HQs Squad Branches,
All Zonal Squads & Regional Squads for information.
DMs of HYD-I, HYD-II, VJA for information and n/action.