

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M1/533(2)/09-OPD (M)

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

CIRCULAR NO. 35/2009-OPD (MARKETING) DATED 12.10.2009

Sub: **Sabarimalai Special Operations** - Operation of buses to Sabarimalai for the year 2009-10 - Certain guidelines to increase the market share - Reg.

Keeping in view of poor performance of Sabarimalai Operations in the year 2008-09, the following strategies have been approved by the competent authority to increase market share for the Sabarimalai Operations in 2009-10.

I. REDUCTION IN SPECIAL HIRE RATES:

The VC & MD approved with the concurrence of FA for the Special Hire rates for different types of buses for undertaking Sabarimalai tours during the year 2009-10, as follows.

S.No.	Type of Bus	Existing Special Hire Tariff per Km Rs.	Reduced Special Hire Tariff per Km (for Sabarimalai 2009-10 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

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 2009-10:

II. 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 2009-10.

III. 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

IV. 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 2009-10.

To continue earlier sanctions as Indicated below:

V. ALLOWING COOKS FREE:

For allowing two cooks free of cost in the buses undertaken for Sabarimalai tours without providing seats.

VI. IMPREST OF RS.500/- PER BUS:

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

VII. HSD OIL IMPREST:

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

Imprest to be given for quantity of HSD Oil =

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

4.5 kmpl

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 of 2009-10 and conduct maximum number of Sabarimalai trips during this year (2009 - 10) and **double the targets fixed for the year 2008 - 09.**

Samudra

EXECUTIVE DIRECTOR (O & MIS) 12/10/09

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.