

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M/543(3)/08-OPD (M)

OFFICE OF THE VC & MD
MUSHEERABAD:HYDERABAD

Date: 13.10.2008.

Circular No.36/2008-OPD (Mktg) Dated 13.10.2008

Sub: **CAT CARDS** – Introduction of Two Year and Three year validity Concession Travel Cards to attract new Customers – Regarding.

- Ref: 1. Circular No. 69/99- OPD(M) Dt: 18.12.99
2. Circular No 16/2000 –OPD(M) Dt: 06.09.2000.
3. Circular No 23/2001- OPD(M) Dt: 22.05.2001.
4. Circular No 35/2002 – OPD(M) Dt: 23.05.2002.
5. Circular No 31/04 –OPD(M) Dt: 26.05.2004.

Concessional Annual Travel (CAT) Scheme was launched with effect from 1.1.2000. The CAT card is valid for one year. After expiry of the card there is provision to renew the card for Rs. 180/-, Rs.160/- and Rs. 140/- for the first, second and third and above years respectively.

To attract more number of new customers and to achieve more salability, it is now proposed to introduce Two year and Three year validity CAT Cards.

Concessional Travel Card (CAT) valid for Two years and Three years has been approved with the following features:

1. The tariff of **Two Year validity CAT Card** is fixed at Rs 350/- and is valid for a period of two years from the date of issue.
2. The tariff of **Three Year validity CAT Card** is fixed at Rs 450/- and is valid for a period of three years from the date of issue.
3. The Two/Three year validity Concessional Travel card is valid in all buses (except City & A/C buses) of the Corporation on both Inter and Intra State routes.
4. An additional compensation of Rs.2,00,000/- (Rupees two lakhs only) shall be paid to the legal heir of the deceased in case of

death of Two/Three Year Concessional Travel card holder in an accident while traveling either in APSRTC bus or in hired bus with APSRTC.

5. After expiry of the Two year CAT Card, the card holder is eligible to renew the CAT card with one year validity for Rs. 160/- on first renewal and for Rs. 140/- for every year of subsequent renewals.
6. After expiry of the Three years CAT Card, the card holder is eligible to renew the CAT card every year for Rs. 140/- for all subsequent renewals.
7. Application for Two/Three Year validity CAT cards will be issued at free of cost.

I. ACCOUNTAL:

1. Stock of Two year and Three year validity Concessional Travel Cards have to be fed to the computer as is being done for the yearly CAT Card.
2. Separate registers have to be maintained for two year and three year validity CAT Cards each in the following proforma for accountal.

TWO YEAR/THREE YEAR VALIDITY CAT CARD REGISTER:

SL NO	NAME OF THE CAT CARD HOLDER	ADDRESS AND TELEPHONE NO	DATE OF RECEIPT OF APPLICATION	CARD NO	DATE OF ISSUE OF CARD
1	2	3	4	5	6

DATE OF EXPIRY OF CARD	ACKNOWLEDGEMENT OF CARD HOLDER	SIGNATURE OF ISSUING CLERK	UNIT OFFICER	AUDITOR/ ACCOUNTANT
7	8	9	10	11

3. All other existing instructions in vogue such as lamination and issuing on the spot to the customers as in the case of CAT card of one year validity will hold good.
4. The data in the revised format shall be fed in to the computer daily. At the end of the month the consolidated information of all CAT cards including one year CAT Cards (Denomination wise Rs.450/-,

Rs.350/-, Rs.200/-, Rs.180/-, Rs.160/- and Rs.140/-) shall be sent to the accounts wing of the Depot for scrutiny.

II. AUDIT:

The Accounts Incharge of the Depot shall verify the Register along with the computer generated statement, surrendered CAT cards twice a month to ensure proper accountal of the amount realized on sale of all types of CAT cards. The Regional Audit Team shall also verify the accountal and sales of CAT cards during their regular Depots audits atleast once in two months.

III. SALES BY ATB AGENTS / EMPLOYEE AGENTS:

The existing commission rate of Rs.10/- shall be paid on each card (for Two/Three year validity cards) sold irrespective of its tariff to ATB / Employee Agents.

IV. COLLECTION OF THE CARDS FROM B.B.U. STORES:

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

V. LAUNCH OF NEW SCHEMES:

The Regional Managers are requested to take steps for launching of these Two Years and Three Years CAT cards on 1st November 2008 by a VVIP with due pre and post launch publicity. The News Paper clippings on the launch shall be sent to the Executive Director (O & MIS) before 5th November 2008.

VI. PUBLICITY:

It is expected that with the enrichment of the product by introducing Two/Three year validity CAT cards, not only the retainer ship will be increased but also would attract more number of new customers into our fold.

Therefore all Field Managers are requested to undertake wide publicity through Press & Electronic Media on the above benefits to propagate among traveling public and increase sale of one year, Two Year and Three Year CAT Cards.

The tariff and model of Two year/Three year validity CAT cards in the form of Flexi banners have to be displayed at all CAT card counters for the information of the new customers & existing CAT card holders.

The details of sale of the Two Year and Three Year CAT Cards shall also be furnished separately along with the monthly periodicals to the corporate office.

The Two year and Three year validity CAT Cards shall be put to sale for the public w.e.f.1st November, 2008 it self.



**VICE CHAIRMAN &
MANAGING DIRECTOR**

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 all types of CAT cards.
WM/Printing Press/Miyapur for information.
COS/(UPL, KRMR, VJA, VZM, KDP, NLR & TPT) for information with a request to collect the cards from COS/Miyapur.
COS/Miyapur for information with a request to handover the cards to the zonal stores.
Training Officer to include in the Monthly index of circulars.
All Traffic Incharges, Bus Station Managers and all Squad Incharges for necessary action.