

**ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION**

No.M/743(1)/10-OPD (M)

O/o the VC & MD,  
Musheerabad, HYD-624.

**CIRCULAR NO. 38/2010 - OPD (MKTG) DATED 27.12.2010**

Sub: **TRAVEL IN APSRTC BUS ON 1<sup>st</sup> JANUARY 2011 - WIN PRIZES -**  
New Year Gift from APSRTC to the Passengers traveling in APSRTC  
Buses on 01<sup>st</sup> January 2011 - Reg

APSRTC is serving its passengers for the past 78 years. It is one of the biggest fleet owners in World Transport Corporations and transporting around 1.5 Crore passengers every day.

**PROPOSAL:**

**APSRTC proudly announces a surprise gift to its passengers on the occasion of New Year day i.e. 1<sup>st</sup> January 2011.** Any passenger who travels in Express and Pallevelugu Buses of APSRTC on 01.01.2011 is eligible for this gift.

**SELECTION:**

**Three (3) passengers from each Depot shall be selected over the Tickets sold on 01.01.2011 based on the Ticket consumption statement and they will have to be awarded with one Family CAT Card as a gift.** The validity of this Family CAT Card will be for one year.

**SYSTEM:**

Computer wing of Corporate Office has developed a software through which three passengers can be selected on random from each Depot who have traveled by Express and Pallevelugu buses on 01.01.2011, based on the Tickets issued and accounted on 01.01.2011 from conductor trays. This program will have to be downloaded from RTCWAN and executed on 02.01.2011 by the System Supervisor in the presence of the Depot Manager, Media and others.

**PUBLICITY:**

1. A press release shall be issued on 30/31.12.2010 informing that any passenger can get a surprise gift if traveled on 01.01.2011.
2. Pamphlets have to be distributed and banners have to be erected regarding this special Gift Scheme and also wishing the passengers on the eve of New Year.
3. **The passengers will have to be requested through crew and media to retain the tickets purchased on 01.01.2011. Notice Boards have to be placed at Control Charts and at Cash Counters instructing the crew to inform all the passengers regarding the Gift Scheme on 01.01.2011 and therefore to retain their tickets.**
4. The lucky passengers will have to be selected in the presence of Media on 02.01.2011 at each Depot.

5. The lucky award winning ticket nos. shall be published in all major News Papers on 03.01.2011 as shown below:

Family CAT Card Winners in \_\_\_\_\_ Depot.

S.No.	Ticket Number
1.	
2.	
3.	

6. On producing the original ticket selected, the Gift of Family CAT Card will have to be issued duly maintaining a record.

**CONCLUSION:**

Therefore all the Field Managers are advised to implement the Gift Scheme on 01.01.2011 duly publicizing through print and electronic media and submit compliance as indicated above.

This has the concurrence of Financial Advisor.

  
27/11/2010  
**VICE CHAIRMAN &  
MANAGING DIRECTOR**

**To  
All Regional Managers**

**Copy to**

**Dir (V&S), FA, CAO, All EDs & All HODs for favour of information.**

**CE (IT) for information and necessary action to provide software in RTCWAN.**

**All DVMs, Dy CTMs, ATMs (HO&B/Stns) for information.**

**All Dy.CAOs/ AOs for information and necessary action.**

**All DMs for operating GIFT scheme.**

**All Traffic Incharges for information & necessary action.**