

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

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

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

CIRCULAR NO. 57/2011 -OPD (MARKETING) DATED 24.09.2011

Sub: **Sabarimalai Special Operations** - Operation of buses to Sabarimalai for the year 2011-12 - Certain guidelines to increase profit margin of the buses operated to Sabarimalai - Reg.

During 2010 - 11, special Marketing Strategies were adopted to increase the Market Share of APSRTC in the Sabarimalai Operations. There was an improvement in 2010 - 11 over previous year operations in terms of Buses operated. It is expected that 2011-12 may witness a perceivable growth in Sabarimalai Operations, because of availability of new vehicles.

VC & MD, with the concurrence of FA accorded approval for the following Special Hire rates for the year 2011 - 12.

165

REDUCTION IN SPECIAL HIRE RATES:

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

SL NO	Type of Bus	Existing Special Hire Tariff per Km (Rs.)	Reduced Special Hire Tariff per Km (Rs.) (for Sabarimalai upto 31.12.2011 only)
1	Super Luxury	33.00	31.00
2	Deluxe	32.00	30.00
3	Express	35.00	30.00
4	Pallevelugu	32.00	28.00
5	Saptagiri Express	--	28.00

However from 01.01.2012, the normal special hire rates shall apply to the Super Luxury buses given to Sabarimalai also. The applicable special hire rates are reiterated hereunder.

SL NO	Type of Bus	Existing Special Hire Tariff per Km (Rs.)
1	Super Luxury	33.00
2	Deluxe	30.00
3	Express	30.00
4	Pallevelugu	28.00
5	Saptagiri Express	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 1.12.2011, but starts on 1.1.2012, then Rs.33/- shall be charged. In case of a bus which is booked on 30.12.2011 and starts on 31.12.2011 and online by 1.1.2012, then Rs.31/- 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 2011-12.

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

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

III. ENHANCEMENT OF COMMISSION:

It is decided to give telescopic commission for the year 2011-12 to the ATB Agents/Employee Agents/Guru Swamys linking the increase in commission to the No. of buses booked. The following Slabs are approved.

164

SL NO	No. of Buses	Commission payable per bus per day
1	Upto 3 buses	Rs.250/-
2	From 4 to 5 buses	Rs.300/-
3	More than 5 buses	Rs.350/-

IV. FREE TRAVEL FOR COOKS:

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

V. FREE TRAVEL FOR MANIKANTAS:

To allow "Two Manikantas" (less than 10 years of age) and one boy for luggage, free of cost in the Sabarimalai buses subject to a maximum capacity of 50 + 3 in Expressbuses and 36 + 3 in Super Luxury buses.

VI. PROVISION OF IMPREST OF RS.1000/- PER BUS:

To provide miscellaneous imprest of Rs.1000/- per bus to meet incidental expenditure such as Mechanical failures, Tyre punctures etc., and official Telephone calls.

VII. AUDIO, VIDEO AND LUGGAGE FACILITY IN EXPRESS BUSES:

Video may be hired in Express buses. If required the last two seats may be removed, to carry the passengers luggage safely. However the seating capacity of the bus shall be counted as 50 + 3 for all purposes.

VIII. HSD OIL IMPREST:

To provide HSD oil imprest based on the formula below, with a maximum amount of Rs. 20,000/-

Imprest to be given for HSD Oil =

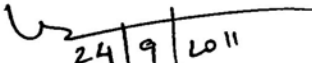
KMs to be operated in other States (beyond AP) (-) 500 KMs

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 and to book maximum no. of Buses during Sabarimalai Operations for the year 2011 - 12. A special emphasis shall be given to book Express buses for Sabarimalai.

163


24/9/2011

VICE CHAIRMAN &
MANAGING DIRECTOR

To

$\frac{1}{1}$

All Regional Managers

Copy to ED(A), ED(E&IT), ED(HRD&MED) & Secy to Corporation and FA for info.
Copy to all ED of 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.