

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION



No. M/543(1)/2015-OPD(M)

OFFICE OF THE VC & MD
Bus Bhavan, Hyderabad.

CIRCULAR No. 18/2015-OPD(Mktg) Dated: 16-12-2015

Sub: NAVYA CAT CARDS- Sale of Navya Cat Cards to the new buyers under "250 Cards Package System", to increase the sale of Navya Cat Cards - Instructions issued-Reg.

Ref: 1. Circular No. 21/08-OPD (MKTG) dated 18-7-2008

2. RM/GNT Case no.O4/543(01)/2015-RM/G Dated 09-11-2015

Navya CAT card was introduced during March 2013, duly dispensing various denominations of CAT cards, to make it more attractive and passenger friendly. During this financial year, 2,56,546 Navya CAT cards were sold upto November'15 where as 2,58,852 cards were sold upto Nov'14 during the last financial year. Thus, there is a drop of sales by 2306 cards. Almost all regions have failed to achieve the sales target. Since the Navya CAT card proved to be a very effective customer retention tool, there is a need to increase the sales of Navya CAT cards.

To increase the sales of Navya Cat Cards as a strategy to retain the commuters, VC & MD has accorded approval, with the concurrence of FA&CAO, to sell Navya Cat Cards at a discounted price of Rs.220/- to Individuals/Companies/Firms/Industries, who have to pay Rs.55,000/- in lump sum(in advance) for a pack of 250 Navya Cat Cards at a time, who in turn can sell individual cards @ Rs.250/- to the public, subject to the following conditions:

- Companies/Firms/Industries/Individuals (Navya CAT Card agents), have to pay an amount of Rs.55,000/- at a time @ Rs.220/- per card for 250 cards in advance and collect application forms en-stamped as "**Issued under 250 Cards package**".
- The word "Uchithamu" printed on the Navya CAT Application Forms shall have to be over stamped as "**Issued under 250 Cards package**". All such applications shall be given serial Nos from 1 to 250 and numbers shall be entered into a separate Register opened for the purpose and further transactions of Navya CAT Cards purchased on the above basis be recorded against each application in the same Register. The Proforma of the register is enclosed here with. In order to keep track of the applications sold at a concessional rate and to avoid scope of any misuse, scrupulous maintenance of the said register is essential.

- Applications (Free) having serial numbers be issued to the Firms/individuals with attestation of DM under acknowledgement, only after receiving full payment.
- The filled-in applications with the attestation of the Navya CAT Card Agent, shall be submitted at the respective Depots (from where applications were purchased) for issue of Navya CAT Cards prepared under "250 Cards package" duly signed by DM/Depot Traffic Incharge.
- The Navya CAT Cards "Issued Under 250 Cards package" is primary card for all purposes and on expiry of the card, the first renewal Navya CAT Card shall be issued @ Rs.150/- with Rs.2.00 lakhs additional accident compensation.
- Since the cards issued under this scheme are fresh cards, in case of death of the Navya CAT card holder in any accident while travelling in RTC bus, the nominee of the card holder will be eligible for additional accident compensation of Rs. 1.75 lakhs.
- A rubber stamp should be put on the reverse of CAT card as follows:

"Issued under 250 Cards package".

- Prior to completion of 250 Navya CAT cards "Issued under 250 Cards package" also, the Firms/Individuals can pay again for another pack of 250 cards. While issuing cards Under 250 package, the seriatim should be continued in the Register i.e., from 251 to 500.

For issue of Navya CAT Cards Under 250 package, it should be ensured that the cards shall be transacted through Assistant Manager (Traffic) Tray. IT department shall arrange for necessary software modifications for issuing of Navya CAT Cards under 250 package.

The Depot Accounts Incharge shall audit on all transactions of Navya CAT Cards from time to time and submit a report to Depot Manager/Dy.Chief Accounts Officer/Accounts Officer.

All Depot Managers /Dy. CTMs /Regional Managers shall market this product issued under 250 Cards package in heavy numbers as a strategy to retain the commuters. Regional Managers are advised to maintain a separate column as "Issued Under 250 Cards Package" in the monthly periodical for Navya Cat Cards being submitted to the Corporate Office.

Therefore, any Company/ Firm/ Industry/ Individual comes forward to pay Rs.55,000/- in lump sum (in advance) at any Depot / Unit, they shall be given a pack of 250 fresh Navya Cat Cards @ Rs.220/- per card who in turn can sell individual cards @ Rs.250/- to the public, subject to the above conditions.

Please report compliance.


EXECUTIVE DIRECTOR
(O,M&C & Projects)

Encl :Proforma

To
All Regional Managers,
All Depot Managers.

Copy to:

- Director (V&S), FA&CAO,ED(A&P),ED(E&IT),All ED/(Zone)s for information.
- All HODs for information.
- CE(IT) for information & n/action for arranging the required software modification.
- CM(F&A) for information & n/action for arranging audit time to time.
- ALL DY.CTM, All DY.CTM(M&C)/ZONEs for information & n/action.
- Dy.CTM/ATMs of Bus Stations, Bus Station Managers for information & n/action.
- All Principals of ZSTCs and TA for information.
- PO(Training) to include in the monthly index of circulars.
- ATM/HES, All Squad Incharges, All Traffic Incharges for information & n/action.

Enclosure to the Circular No: 18/2015-OPD(MKTG) Dated: 16.12.15

13	RELATIONSHIP
14	ORIGINAL TARIFF OF THE NAVYA CAT CARD
15	CONCESSION OFFERED
16	DISCOUNTED PRICE OF THE "ISSUED UNDER 250 CARDS PACKAGE"
17	ISSUE DATE
18	VALID FROM
19	VALID UPTO
20	NAME OF THE PROCESSING OFFICIAL
21	SIGNATURE
22	NAME OF THE ATTESTING OFFICIAL
23	SIGNATURE
24	SIGNATURE OF THE INSPECTING AUTHORITY AS & WHEN INSPECTED

1-250	1	S.NO.OF NAVYA CAT CARD APPLICATION FORM
	2	DATE OF RECEIPT OF THE FILLED IN APPL.FORM WITH ENCLOSURES
	3	APPLICATION COUNTER SIGNED BY THE FIRM/INDIVIDUAL
	4	NAME OF THE PURCHASER
	5	ADDRESS
	6	CELL PHONE NUMBER OF THE PURCHASER
	7	NAME OF THE PERSON ON WHOM NAVYA CAT CARD IS OPTED
	8	ADDRESS
	9	DATE OF BIRTH
	10	AGE
	11	IDENTIFICATION MARKS
	12	NOMINEE NAME

NAME OF THE FIRM/INDIVIDUAL

DETAILS OF "ISSUED UNDER 250 CARDS PACKAGE" NAVYA CAT CARDS (Register to be maintained in Depots)
(Register to be maintained in Depots)