

# ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

Operations Department (Marketing), RTC House, Vijayawada

No.M1/535(21)/2023-OPD(M)

## **CIRCULAR No: 15/2023 – OPD(M), Dated: 20.09.2023**

Sub: **Sabarimala Special Operations** – Operation of buses to Sabarimala for the year 2023-24 – Instructions - Reg.

Ref: 1. Circular No.19/2022-OPD(P), Dt.01.08.2022, on revision of special hire tariffs.

2. This office Lr No: P9/291(01)/2023-OPD(P), Dt: 20.02.2023.

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Lord Ayyappa Temple, is the most famous and prominent among all the Sastha temples. It is located at Sabarimala in Pathanamthitta District, Kerala state and the temple is one of the largest annual pilgrimage sites for Hindus. The temple is open for worship during the days of Mandalapooja (ie., from 16.11.2023 to 27.12.2023), "Makara Sankranti" (15.01.2024) and the first five days of each Malayalam month.

APSRTC has been operating buses on special hire basis to Sabarimala from November to January months every year, to cater to the needs of pilgrims.

### **I. Special Hire Tariff:**

Every year, the special hire tariffs applicable for operating buses on special hire basis to Sabarimala are communicated from HO. For the current year, it is decided to operate buses to Sabarimala on special hire basis on the rates communicated last year, vide Cir. No.24/2022-OPD(M) dt.29.09.2022. The special hire rates to be adopted and other conditions applicable are given below.

Sl No	Type of Bus	Special Hire Tariff per Km (Rs.)
1	Amaravati AC	120.00
2	Garuda AC	89.00
3	Indra AC	79.00
4	Super Luxury	57.00
5	Ultra Deluxe	61.00
6	Express	62.00
7	Sapthagiri Express	62.00
8	Ultra Palle Velugu	62.00
9	Palle Velugu	52.00

### **II. GST @ 5% on special hire charges:**

In terms of the guidelines issued vide reference 2<sup>nd</sup> cited, GST @5% shall be collected extra on renting charges of vehicle (special hire charges). Further, Toll tax shall also be collected from the hirer, as applicable, based on the route course for Up and Down trips.

### III. Marketing strategies:

DPTOs are advised to take required initiatives for operating special hire buses in good number to Sabarimala and realize better revenues. They shall conduct meetings with Guruswamys and potential ATB agents for booking buses on special hire well in advance.

The following privileges/ benefits shall be continued in the current year also to attract more pilgrims to travel by APSRTC buses to Sabarimala.

- i) Commission of Rs. 2000/- shall be paid to either Guruswamy or ATB agent, for the buses booked for minimum 5 days duration, at the time of starting the journey from Depot / after completion of the trip, in the form of cash.
- ii) Cooks/ Manikantas/ attendants, etc., upto a total of seven persons shall be allowed to travel free in the bus, in addition to the seating capacity.
- iii) The method of calculation of special hire charges and other procedures to be followed are given at Annexure A.

### IV. District wise Targets for Sabarimala operations:

This year, it is decided to operate 400 buses on special hire to Sabarimala from various depots. District wise targets fixed for 2023-24 are mentioned hereunder. Since special hire charges have not been enhanced, all DPTOs shall ensure to operate maximum number of buses to Sabarimala and exceed the targets duly competing with private operators.

S.No.	District	No. of buses	S.No.	District	No. of buses
1	SKLM	13	14	GNT	3
2	VZM	2	15	BPTL	1
3	PPM	5	16	PLND	7
4	VSP	18	17	PKSM	1
5	AKP	1	18	SPS NLR	51
6	ASR	1	19	CTR	74
7	EG	28	20	TPT	35
8	KKD	20	21	ANM	33
9	KNSM	33	22	YSR	10
10	WG	10	23	KRNL	15
11	ELR	12	24	NDL	1
12	KRI	10	25	SSS	3
13	NTR	8	26	ATP	5
<b>Total : 400 buses</b>					

### V. Information to HO from DPTOs:

All DPTOs shall send the details of Sabarimala operations of the preceding week to [dyctmmktgap@gmail.com](mailto:dyctmmktgap@gmail.com) on every Monday in the proforma (in the excel format) given below.

Dist	Depot	Type of bus	Vehicle no.	Date		Place		Operated Kms	Earnings (Rs)	Route Course
				From	To	From	To			
1	2	3	4	5	6	7	8	9	10	11

## **VI. Conclusion:**

Therefore, all EDs, DPTOs, Depot Managers and other connected Officers / supervisors shall bestow their efforts to book maximum number of buses for Sabarimala operations in the current year 2023-24 duly giving wide publicity through print and electronic media and explaining the benefits offered by APSRTC to the Guruswamys and pilgrims.

*Mula*  
20.9.2023  
**Managing Director**

Copy to:  
All Officers of the Corporation.



**Procedure for supplying buses on special hire basis to Sabarimala  
for the year 2023-24**

S. No.	Description	Details
1	Minimum Chargeable Kms / day	420 Kms
2	Tariff calculation	24 Hrs system shall be adopted for calculating number of days. Additional duration up to maximum 12 hrs, beyond the completed number of days (24hrs per day) shall be allowed free without charging special hire amount. If the additional duration exceeds 12 hrs, special hire charges shall be levied for the additional hours beyond 12 hours.
3	Payment of commission	Commission of Rs. 2000/- shall be paid to either Guruswamy or ATB agent, for the buses booked for a minimum 5 days duration.
4	Audio, Video & luggage facility in buses	Audio/ Video facility shall be provided by DMs for the Sabarimala operation buses taking the approval of DPTO for the required duration.
5	Imprest to Crew for incidental expenditure	Rs. 5,000/-
6	Imprest for HSD Oil	@ Rs. 10,000/- per day

  
**CHIEF MANAGER (MARKETING)**  
**APSRTC, RTC HOUSE,**  
**VIJAYAWADA-520 013.**