



## ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

(Office of the VC&MD, Marketing section, RTC House, PNBS, VJA)

No.M/533(1)/2021-OPD(M)

Date: 02.11.2021.

### **CIRCULAR No: 21/2021 – OPD(M), Dated: 02.11.2021**

Sub: **Sabarimalai Special Operations** – Operation of buses to Sabarimalai for the year 2021-22 – Instructions issued - Reg.

Ref: 1) Circular on Sabarimala No.19/2019-OPD(M), dt.19.09.2019.

2) Circular on Special hire No.7/2020-OPD(P), dt.18.03.2020.

3) Circular on Sabarimala No. 15/2020-OPD(M), dt.04.09.2020.

Corporation has been operating special buses to Sabarimalai every year, to cater to the needs of pilgrims. Details of Region wise number of buses operated to Sabarimala for the last 5 years are filed at Annexure A. The temple authorities of Sabarimala as usual have released the Calendar of dates of various Poojas, Makaravalakku day for the year 2021-22 also.

During 2019-20, 266 buses were operated when diesel cost was Rs 66.58 per liter (Sept 2019). Diesel cost was increased to Rs 74.73 per liter in Sep 2020 and now there is a steep increase of HSD price to Rs 102.29 per liter (Oct'2021). In view of increased diesel cost, the competent authority has accorded approval to revise the Sabarimala special hire rates with the concurrence of FA&CAO for the year 2021-22 as furnished below:

SL NO	Type of Bus	Special Hire Tariff per Km for Sabarimala 2020-21 (Rs.)	Revised special Hire Tariff per Km for Sabarimala 2021-22 (Rs.)
1	Amaravati	123.00	126.00
2	Garuda Plus	104.00	107.00
3	Garuda	98.00	101.00
4	Indra	76.00	79.00
5	Super Luxury	54.00	57.00
6	Ultra Deluxe	57.00	60.00
7	Express	57.00	60.00
8	Palle velugu	46.00	49.00
9	Ultra Palle velugu	53.00	56.00
10	Sapthagiri Express	57.00	60.00

In addition to the special hire charges, 18% GST is to be collected from the hirer.

During 2020-21, many private buses operated to Sabarimala from various places of AP. Such a huge traffic can't be left un-catered and it is the endeavor of APSRTC to capture the market as much as possible. Given the large market potential, RTC has to target at least 30% market share this year.

Target number of buses to be operated by each region for the year 2021-22 is also filed at Annexure A. Therefore, all field managers are advised to put all out efforts to operate the target number of buses to Sabarimalai for the year 2021-22. In this regard, Dy CTMs are advised to take initiative to operate more Sabarimala specials duly conducting meetings with Guruswamys/ ATB agents.

The commission rate is Rs 2000/- per bus irrespective of no. of days operation (contract period should be minimum 5 days) to the ATB Agents/ RTC Nesthams/ Guru Swamys for booking of Sabarimala specials & permitted to allow upto seven persons in the form of cooks/ Manikantas/attendant, etc., at free of cost, in addition to the seating capacity of the bus. The marketing strategies to be adopted are furnished at Annexure B.

**Clearance of outstanding amount:**

All the Regional Managers shall ensure that the pending suspense/ outstanding amounts of the advances drawn in earlier years shall be cleared before the commencement of Sabarimalai special operations for the year 2021-22.

Further, the recovery/ clearance of suspense shall be done in the month of January 2022, for the current year draws.

**Type wise performance:**

All Regional Managers shall send the type wise performance of Sabarimalai special operations along with vehicle wise profitability in the following proforma to this office every Monday as per Proforma 1 & consolidated performance statement after completion of Sabarimala specials as per Proforma 2 to this office through email [dyctmmktgap@gmail.com](mailto:dyctmmktgap@gmail.com) by 31.01.2022 without fail:

**Proforma 1**

S N o	Depot	Type of bus	Vehicle no.	Date		Place		Operated Kms	Earning (Rs)	EPK (Rs.)	EPB (Rs.)
				From	To	From	To				
1	2	3	4	5	6	7	8	9	12	13	14
Region											

**Proforma 2**

S N o	Depot	No. of buses	No. of bus days	Oprd kms	Earnings (Rs.)	EPK (Rs.)	EPB (Rs.)	KMPL	CPK (Rs.)	PPK (Rs.)	Profit/ Loss (Rs.)
1	2	3	4	5	6	7	8	9	12	13	14
Region											

All the Field Managers shall bestow their personal attention to book maximum number of buses during Sabarimala operations for the year 2021-22 duly giving wide publicity through print and electronic media. Further, it is advised to operate Sabarimala special buses duly following protocol instructions on Covid operations like wearing masks, social distancing, sanitization etc., for the devotees in the buses in view of covid scenario.

  
Executive Director (O)

Copy to:

- All ED Zones for information
- Director (V&S), ED(A), ED (E) & FA&CAO for information.
- All HODs & RMs for information and necessary action.
- OSD to VC & MD for information.
- All Dy.CTMs, Dy.CAO/AOs for information and necessary action.
- All DMs/ ATMs/ Bus station Managers for necessary action.

## Annexure A

**DETAILS OF SABARIMALAI SPECIAL OPERATIONS FOR LAST 5 YEARS & TARGETS FOR 2021-22**

Sno	Region	No of buses operated					
		2016-17	2017-18	2018-19	2019-20	2020-21	2021-22 Targets
1	KDP	21	8	11	16	0	30
2	ATP	4	2	2	7	0	10
3	KRNL	6	5	5	5	0	14
KDP ZONE		31	15	18	28	0	54
4	NLR	24	20	13	10	0	40
5	PKM	2	1	0	1	0	5
6	CTR	67	63	114	151	0	150
NLR ZONE		93	84	127	162	0	195
7	KRI	7	4	2	11	0	12
8	GNT	0	4	1	5	0	10
9	WG	4	3	10	8	0	10
VJA ZONE		11	11	13	24	0	32
10	NEC	6	10	4	2	0	14
11	VSP	36	23	12	16	0	65
12	EG	21	23	30	34	0	40
VZM ZONE		63	56	46	52	0	119
<b>CORPORATION</b>		<b>198</b>	<b>166</b>	<b>204</b>	<b>266</b>	<b>0</b>	<b>400</b>

During 2020-21, no buses were booked for Sabarimala in view of Covid 19

/s/ [Signature]  
02/11/2021

## Marketing Strategies for 2021-22

S. No.	Description	2021-22
1	Minimum Chargeable Kms	420
2	Tariff calculation	24 Hrs counting system to be adopted. Any spillover up to 12 hrs beyond completed days (24 hrs), shall be allowed free of special hire charges.
		If the spillover is more than 12 hrs, special hire charges shall be levied for additional hrs above free
3	Buses to be booked by Guruswamys, RTC Nesthams along with ATB Agents	To allow Guruswamys to book the Buses for Sabarimalai on Commission basis along with ATB Agents.
4	Payment of commission	To pay commission @ Rs. 2000/- per bus irrespective of number of days (minimum contract period is 5 days) of operation to the ATB Agents/RTC Nesthams/Guru Swamys)
5	Free travel for cooks/ Manikantas/ attendant for handling luggage	To allow upto seven persons in the form of cooks/ Manikantas/ attendant (for handling luggage), etc., at free of cost, in addition to the seating capacity of the bus.
6	Audio, Video & luggage facility in buses	To permit the unit officers to hire Audio and Video facilities in all special buses booked for Sabarimalai, if it is not available in the buses. The last two seats may be removed if required, to carry the passengers' luggage safely.
7	Provision of miscellaneous imprest	Rs. 1000/-
8	Provision of HSD OIL Imprest	Rs. 50,000/-