



ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M/171(08)/2017-OPD(M)

Office of the VC & MD
NTR Admin Block, VJA.

CIRCULAR NO. 22/2017 – OPD (M), Dated 20.09.2017.

Sub: **SILVER CARDS:** Introduction of Silver cards for **Ultra Deluxe** buses - Issue of instructions - Reg.

REF: (1) Cir.No.51/89-90, dated 21.12.1989.
(2) Cir.No. 29/2011-OPD (MKTG), Dt: 20.06.2011.
(3) Cir. No. 10/2015-OPD(MKTG), dated 13.11.2015.
(4) Letter no. P5/291(09)/2015-OPD (P)-AP, dated 01.03.2016.

Introduction:

Monthly Season ticket was initially introduced by the Corporation on 01.01.1990. Later it was rechristened as "Silver card" w.e.f. 01.07.2011.

Objective :

- To induce customers like "NGOs, teachers, students pursuing education in non-recognized institutions, business people, employees working in unorganized sectors, petty vendors etc., who commute daily between two fixed places" in preferring bus services of APSRTC.

Sales performance of silver cards

Sales performance of silver cards during 2016-17 vs. 2015-16 are furnished below.

| S.No. | Year | Sales particulars of Silver Cards | | | | | |
|-------|---------|-----------------------------------|-----------------------|-----------|------------------------|-------------|--------------------------|
| | | TV Cards | TV Amt (in Rs. Lakhs) | EXP Cards | EXP Amt (in Rs. Lakhs) | Total Cards | Total Amt (in Rs. Lakhs) |
| 1 | 2015-16 | 2,16,511 | 1198.46 | 39,602 | 515.34 | 2,56,113 | 1713.80 |
| 2 | 2016-17 | 2,21,171 | 1362.70 | 40,133 | 595.24 | 2,61,304 | 1957.94 |

Silver card for Ultra Deluxe services:

Corporation has introduced new product by name "Ultra Deluxe" in the recent past. 694 number of such buses are under operation presently. Some customers may prefer to commute by these buses, if Silver card is introduced for Ultra Deluxe buses also.

Hence it is decided to offer Silver card for Ultra Deluxe bus services, in order to attract more number of regular commuters with the following features:

- Travel for 30 days period @ 2 singles trips per day between fixed origin & destination is allowed on pre payment of fare pertaining 20 days period.
- Maximum distance allowed is 100 kms with slabs of 5 kms fare stage.
- Silver cards are issued upto 75 kms distance with 5 kilometers fare slabs.
- Passengers intending to travel from 76th to 100 kms are permitted to travel with a single slab tariff applicable to 80 kms distance.
- There will not be any child Ultra Deluxe Silver card.
- Ultra Deluxe Silver card holders are allowed to travel by any Ultra deluxe buses including non stop services & any en-route services i.e., Teluguvelugu, Express & ultra deluxe services also.

Tariffs for silver cards pertaining to Ultra Deluxe services are furnished below:

| KMS | CHARGEABLE KMS | U.DLX SILVER CARD BASIC FARE (MONTHLY) IN Rs. | PASSENGER CESS (OTHERS) IN Rs. | PIS IN Rs. | SAFETY CESS | NET U.DLX SILVER CARD FARE (MONTHLY) IN Rs. |
|--------|----------------|---|--------------------------------|------------|-------------|---|
| 0-5 | 5 | NO TICKET | NO TICKET | NO TICKET | NO TICKET | NO TICKET |
| 06-10 | 10 | NO TICKET | NO TICKET | NO TICKET | NO TICKET | NO TICKET |
| 11-15 | 15 | 680 | 80 | 40 | 40 | 840 |
| 16-20 | 20 | 880 | 80 | 40 | 40 | 1040 |
| 21-25 | 25 | 1120 | 80 | 40 | 40 | 1280 |
| 26-30 | 30 | 1320 | 80 | 40 | 40 | 1480 |
| 31-35 | 35 | 1560 | 80 | 40 | 40 | 1720 |
| 36-40 | 40 | 1760 | 80 | 40 | 40 | 1920 |
| 41-45 | 45 | 2000 | 80 | 40 | 40 | 2160 |
| 46-50 | 50 | 2200 | 80 | 40 | 40 | 2360 |
| 51-55 | 55 | 2440 | 80 | 40 | 40 | 2600 |
| 56-60 | 60 | 2640 | 80 | 40 | 40 | 2800 |
| 61-65 | 65 | 2880 | 80 | 40 | 40 | 3040 |
| 66-70 | 70 | 3080 | 80 | 40 | 40 | 3240 |
| 71-75 | 75 | 3320 | 80 | 40 | 40 | 3480 |
| 76-100 | 80 | 3520 | 80 | 40 | 40 | 3680 |

Publicity:

Adequate publicity measures like exhibition of banner, distribution of pamphlets, education of staff, issue of press note etc., shall be taken up.

All field Managers are advised to make efforts in implementing above circular instructions successfully.

The above Circular instruction will come into force W.E.F

~~1/11/2017~~

15/10/2017

W. Malalo
VICE CHAIRMAN 6/10.
&
MANAGING DIRECTOR

To
All Depot Managers.

- Copy to: ED (A&P), ED (E&IT), ED (C&P) & CAO for information.
- Copy to: All ED (Zone) s for information & necessary action.
- Copy to: All Regional Managers for information & necessary action
- Copy to: All HODs for information.
- Copy to: All Dy. CTMs, Dy. CAO/AOs for information & necessary action.
- Copy to: All Bus station in charges for information & necessary action.