

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

M/ 291 (1)/2016-OPD(M)

O/o VC & MD,
Bus Bhavan, Hyd,
Dt:13.04.2016.

To

All Regional Managers,
A.P.S.R.T.C.

Sub: Flexi Fares – Adoption of Flexi Fares in certain Amaravati, Garuda Plus, Garuda, Indra & Super Luxury services of APSRTC – issue of guidelines – Reg.

Ref: Video Conference Conducted by VC&MD On 02.04.2016.

APSRTC has introduced high end services like Super Luxury, Indra, Garuda, Garuda Plus, Amaravati, Vennala etc., to provide comfortable travel facility to long distance passengers. Private operators are also operating Super Luxury, Sleeper & A/C bus services of different make illegally infringing on notified routes of the corporation on the strength of contract carriage permit. The private operators indulging in the practice of collecting flexible fares depending on the traffic demand by adopting the following modus operandi :

- i) Private operators are collecting higher fares (over and above the normal fares) adopted by APSRTC on peak days.
- ii) On slack days the private operators are collecting fares less than the APSRTC fares and sometimes collecting very less fare for seats located at rear.
- iii) During slack season months the private operators are collecting fares less than the normal fares being collected by APSRTC.
- iv) During peak season private operators are collecting exorbitant fares than the normal fare adopted by APSRTC.
- v) The private operators are also resorting to on the spot concessions based on demand.

Due to the flexibility in passenger fares in Private AC & other type of buses, the passengers are being attracted towards private operators especially during slack period, resulting in low occupancy Ratio in APSRTC buses.

Similarly KSRTC and TSRTC are also operating with lesser rates than APSRTC in Vijayawada – Bangalore route and in Hyderabad bound services from various towns/cities of AP respectively.

During the Video Conference held at Bus Bhavan, Hyderabad by VC & MD with EDs & HODs on 02.04.2016, the subject was discussed and a decision was taken to implement flexi fares for the services like Amaravati, Garuda Plus, Garuda, Indra & Super Luxury services which are competing directly with the private operators & other STUs so as to retain the clientele and market share in the above segment.

Accordingly, the proposals are received from all the Regions . Approved list of services along with flexible fares are furnished in annexure-A for implementation.

The primary objective of the system of adopting flexi fares is to achieve more gross earnings for service/route selected, with the same resources. All the field managers are advised to adhere to the following canons of traffic management.

- 1) Adopt higher fare on peak days like festival days, weekends etc., and lower fare on slack days.
- 2) Watch vacant seat position of services selected through OPRS daily before taking a decision on modification of fare, i.e., do not make decision on fare merely based on criteria like "Day of the week, auspicious/inauspicious day etc.," alone without making complete assessment of field reality.
- 2(a) For instance, there will be high demand for AP bound services from Bangalore on every Friday. Due to incidence of holiday on 08.04.16, there was heavy demand for AP bound services on 07.04.16 instead of 08.04.16(i.e., Friday). In such case, the peak day fare needs to be implemented on 07.04.16.
- 2(b) Similarly in some occasions, there is a possibility of receiving high demand on an inauspicious day also. The field managers shall not reduce fare when there is high demand on a particular inauspicious day for one reason or other.
- 3) The filed managers are also advised to note that the moment any service reaches break even EPB, they shall not resort to fare reduction.

Other Working Instructions:

- A) Fares for TIMs shall be changed at all the depots operating the selected services duly adopting the fares from www.apsrtconline.in (OPRS) for the respective services on day to day basis. Return journey fare shall also be fixed duly taking the fare of that respective day as on the date of dispatch of service from the depot. Even if there is change in fare on the return journey, the TIM fare shall stand good as was fed for the return journey at Depot while proceeding on line.

- B) The traffic In-charge shall ensure that, if the fare observed in online is less than the normal fare, then normal fare should be fed into the TIMs for up & down journeys. If the online fare is more than the normal fare, then respective percentage shall be increased as per the OPRS Flexi fare report generated for the routes of the Depot.
- C) Provision for issue of two MTD 141s (separately for up journey and return journey) shall be made by necessary software changes since there may be change in fare structure due to Dynamic Fares on day to day basis.
- D) If the passengers intend to pre-ponement / Postpone the tickets issued under Flexi fare system, it will be done only with the respective fare on the desired date, which may be increased / decreased. If the fare is increased, passenger has to pay the difference of fare amount, and in case of decrease of fare, RTC operator will refund the difference of fare amount to the passenger. However pre-ponement or post-ponement of journey is allowed at RTC counters only because of dynamic flexi fares.
- E) If the passengers intend to cancel the tickets issued under Flexi fares system, applicable refund amount as per the cancellation rules will be done only on the Flexi fare.
- F) ATB agent's commission shall be calculated on original fares only and not on flexi fares.
- G) All the applicable concessions are valid for the tickets issued under flexi fare viz., a) 5 % concession for group booking in e-ticketing (4 or more tickets) b) 10 % concession for group booking in e-ticketing (4 or more tickets) booked simultaneously with onward journey ticket) on return journey fare c) 10 % concession on Return Journey fare (If to & fro tickets are booked simultaneously) d) Free / 50 % concession to the Retired Employees & their spouses (as per Cir No. PD-08/2016; Dt: 30.01.2016). Above concessions will be worked out only on flexi fares of respective day of booking.
- H) There is no need to implement Flexi fare in case of Special operations with 1.5 times the regular fare.

- I) IT Department shall ensure implementation of flexi fares for the proposed the services as decided above in www.apsrtconline.in and TIMs of respective services.
- J) To bring awareness amongst the passengers, vide publicity shall be given through pamphlets, brochures, banners, Press notes etc., duly explaining the benefits of flexi fare system. Crew concerned & traffic supervisors shall be properly educated on the implementation of flexi fare system so as to avoid public complaints.

The above instructions shall come into force w.e.f 18.4.2016 and shall be valid upto 17.6.2016.


VICE CHAIRMAN & MANAGING DIRECTOR

- Copy to : Director (V&S), FA & CAO, ED (E&IT), ED (A&P) for information.
- Copy to : All ED(Zone)s for information & necessary action.
- Copy to : All HODs for information.
- Copy to : CE (IT) for information & for necessary modifications in software.
- Copy to : All Dy. CTMs, Dy. CTM (M&C)/(Zone)s, Dy CTM(COMM), Dy. CAO/AOs for information & necessary action.
- Copy to : All Dy.CTM/ATMs of Bus Station, all Bus Station Managers for information & necessary action.
- Copy to: All Depot Managers for information & necessary action.