



ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No. M/171(1)/2016-OPD(M)

O/o the VC & MD,
Bus Bhavan, Hyderabad

CIRCULAR NO. 7/2016-OPD(MKTG), DATED 18.04.2016.

Sub: CONCESSION - Provision of 20% concession on fare to passengers who book seats located at rear two rows of seats pertaining to special type services through OPRS - Issue of instructions - Reg.

Ref: 1. Case No. P9/291(1)/2016-OPD(P)-AP,

It is observed that the corporation has achieved 8.14% growth rate only up to Jan'16 for special type services, though the expected growth rate due to fare hike implemented in October'15 is 10%.

Type wise occupancy ratio of special type services up to Jan'16 is furnished here under :

Sl.No.	Type of service	Occupancy Ratio	
		Up to Jan'16	Up to Jan'15
1	Vennela	69	70
2	Garuda Plus	72	72
3	Garuda	74	72
4	Indra	76	73
5	Super Luxury	77	77
6	Deluxe	76	77
7	Express	72	73

From the above table it is evident that there is enough scope to improve occupancy of seats in Special type services thereby maximizing revenues.

Passengers in general prefer front seats to rear seats in any type of service because comfort level is more for front seats. It is apparent that about 20% of seating capacity of special type buses is unutilized.

In order to encourage booking of seats located at rear rows, it is decided to offer concession to such passengers who book seats located at rear through OPRS Modalities for availing such concession on fare are as follows :

1. 20% concession on normal fare in all special type services available in OPRS is offered to such passengers who book seats located in last two rows. Details of number of such seats available in various special type buses are given below:

Sl.No.	Special type bus	Seating capacity	No.of seats in last two rows
1	Vennela	23	4
2	Amaravati	49	9
3	Garuda Plus	48	9
4	Garuda	41	9
5	Indra	40	9
6	Super Luxury	35	9
7	Deluxe	39	9
8	Express	49	11

2. The above concession is applicable for such services which are operating over a route length of beyond 250 KMs.
3. This concession is applicable to such passengers who book seats up to three (3) days prior to scheduled departure of the service in advance.
4. In case of multiple concessions, only single concession with maximum discount will be allowed to the passengers.

Ex: In case of PHC card holder maximum discount allowed is 50% only. If a PHC card holder book seats in the last two rows only 50% concession should be allowed. The same logic should be followed for other concessions also.

5. Commission for ATB agents for the last two rear rows also shall be worked out on reduced fare.
6. IT Department is requested to ensure implementation of this concession duly making necessary software modifications.

To bring awareness amongst the passengers, wide publicity shall be given through pamphlets, brochures, banners, Press notes etc., duly explaining the benefits of providing concession to passengers who book seats in advance through OPRS in the last two rear rows. Crew concerned & traffic supervisors shall be properly educated on the implementation of the above system so as to reap the benefits of the discount permitted.

This has approval from competent authority and the above instructions will come into force w.e.f.25.04.2016 (intervening night of 24/04 & 25/04). The above circular instructions shall be implemented on trial basis for a period of two months i.e., up to 24.06.2016.

All RMs are requested to examine impact of implementation of the concession and furnish information to CTM (M&C) by 5th May, 5th June & 27th June'16 as per the respective formats communicated vide Annexure-A enclosure. Further Regional Managers are advised to submit feed back on implementation of this concession and also advised to offer suggestions on further continuation of the concession by 27.06.2016.


EXECUTIVE DIRECTOR
(O, M&C & Projects) 19/4/16

To

All Regional managers

All Depot Managers

Copy to:

Dir(V&S), FA&CAO, ED(E&IT), ED(A&P) and Secy to Corporation for information.

PA to VC & MD for information.

All ED(Zone)s & HODs for information & necessary action.

CE(IT) with a request to incorporate necessary modifications in the OPRS software & also furnish details of seats booked on the basis of the above concession on daily basis

All Dy.CTM/Dy.CTM(Bus Stations) for information & necessary action.

All Dy.CAOs/AOs & Dy.CPM/Pos for information

RAO/HO for information

All principals, TA & all ZSTCs for information

PO (Training) to include in the monthly index of circulars



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