

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M/743(4)/2011-OPD (M)

Office of the VC & MD

Musheerabad: Hyderabad.

Dt. 02.09.2011.

CIRCULAR NO. 55/2011 - OPD (M), DATED 02.09.2011

Sub: **MARKETING AGENTS** : Instructions to appoint retired RTC employees as **Marketing Agents** - Reg.

1. INTRODUCTION:

On review of the sales of Marketing Products , it is observed that there is a steep fall in the sales. To enhance the sale of Marketing Products introduced by APSRTC and to propagate these products to the nook and corners of the State, it is felt necessary to appoint retired RTC employees as **MARKETING AGENTS**. These agents shall be utilized to improve the market share by aggressively selling all marketing products.

OBJECTIVES:

- To take Customer Service to the doorstep of the passenger.
- To expand the net-work of agents/ agencies down to the village / ward level.
- To discover a media through which the voice of RTC is heard at every household.
- To improve the sale of Marketing Products like
 - Concessional Annual Travel Card (CAT)
 - Jubilee Hitech Ticket (JHT)
 - Interstate Jubilee Hitech Ticket (IJHT)
 - Couple Gift Card (CGC)
 - General Bus Ticket (GBT) Silver and Gold Card
 - Vanitha Family Card (VFC)
 - Add-on Vanitha Family Card

2. ELIGIBILITY CRITERIA:

- The retired employee should be physically fit to sell marketing products
- He should have the enthusiasm to promote Marketing Products
- He should be marketing savvy.
- There is no age limit to become Marketing Agent
- Any retired employee can become a **Marketing Agent**.

3. MARKETING AGENT IDENTITY:

ID cards and name plates shall be supplied to all the **MARKETING AGENTS**. The ID card should be laminated card with photo and shall be provided with a lanyard.

4. COMMISSION RATES:

The prevailing commission rates shall be applicable to **MARKETING AGENTS** as given under:

- **Rs. 30/- on selling each COUPLE GIFT CARD**
- **Rs. 10/- on selling each CAT Card**
- **Rs. 10/- on selling each JHT**
- **Rs. 20/- on selling each IJHT**
- **Rs. 5/- on selling each GBT**
- **Rs. 5/- on selling each SILVER & GOLD CARD**
- **Rs. 10/- on selling each VFC**
- **Rs. 5/- on selling each ADD-ON VFC**

Further the Marketing Agent shall be given Rs. 500/- as special incentive on sale of every 100 Vanitha Family Cards.

5. PROCEDURE FOR ISSUE AND ACCOUNTAL:

1. Retired employees willing to act as Marketing Agents will be entrusted with the sale of CAT Card, Family CAT card, JHT, IJHT, CGC, etc.
2. Each Marketing Agent shall be issued with E.10 CAT cards / Vanitha Family Cards / JHTs/ IJHTs / Couple Gift Cards .
3. After collecting the filled -in application/required amount from the customers, Marketing Agents will hand over the forms and cash duly deducting the commission as eligible at the Depot to a Supervisor nominated for this purpose.
4. The Photograph on White Ration Card printed from scanned White Ration Card or a good quality color Xerox copy can be utilized for issuing Vanitha Family Card.
5. The Depot authorities should complete the formalities and keep documents ready within two hours after the receipt of application/valid amount etc. from Marketing Agents.
6. The documents ready for delivery will be collected and handed over to the customers by the respective Marketing Agent on the same day.
7. Replenishment of Marketing Products shall be made on exhausting the Marketing Products issued and after ensuring remittance of amount.

6. TRAINING:

1. The **MARKETING AGENTS** proposed to be appointed shall be given an orientation program atleast for a day at the Depot level so that they acquaint themselves with the rules and procedures of APSRTC.
2. They be equipped with literature pertaining to rules and procedures for obtaining CAT cards/ Family CAT card/JHT/IJHT/CGCs and sufficient number of brochures/pamphlets be released to promote the sales.

7. NO OF MARKETING AGENTS:

Enthusiastic and Marketing savvy employees should be encouraged to become '**MARKETING AGENTS**'. There is no upper limit to engage Marketing Agents.

8. PUBLICITY:

1. Adequate publicity should be given to the scheme.
2. Publicity material like pamphlets/brochures on introduction of new schemes, reservation, cancellation/refund rule charts, availability of services to various destinations, have to be provided to every **MARKETING AGENT**.
3. They have to be equipped with literature on fares/ tariffs for various destination, bus passes rules and procedures for obtaining tickets/passes.

9. MONITORING OF THE ACTIVITIES:

The activities are to be regularly monitored by the DMs and the Dy.CTMs.

A meeting shall be conducted at Regional level quarterly, with **MARKETING AGENTS** from each depot, to discuss the sale of Marketing Products and how to improve the sales.

10. SUBMISSION OF REPORTS:

The names of **MARKETING AGENTS** with the details of their record and services shall be sent to Head Office.

Periodical reports on performance of **MARKETING AGENTS** have to be submitted in detail such as the sale of different Marketing Products by Marketing Agents.

Therefore, you are advised to recruit and designate **MARKETING AGENTS** in each depot of your jurisdiction to increase the sale of Marketing Products and earn additional revenue to the Corporation.


3/9/2011
**VICE CHAIRMAN &
MANAGING DIRECTOR**

To
All Regional Managers

Copy to:
Dir (V&S), FA, CAO, ED(HRD), ED(E&IT) for information.
All Executive Directors of Zones for information & necessary action.
All HODs, DyCTMs, DVMs, for information & n/action.
All DMs, ATMs of Bus stations for information & n/action.
All Traffic In-Charges and BSMs for necessary action.