

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION



No.M/543(2)/2012-OPD (M)

OFFICE OF THE VC & MD
MUSHEERABAD: HYDERABAD-624

Circular No. 4/2013 - OPD (Mktg) Dated 06.03.2013

Sub: NAVYA CAT CARDS - Introduction of "NAVYA CAT" cards duly dispensing various denominations of CAT Cards - Circular guidelines issued - Reg.

Ref: 1) Cir. No.41/2000-OPD (M) Dated 02.12.2000
2) Cir. No.64/2002-OPD (M, Dated 23.09.2002.

1.INTRODUCTION:

It has been more than a decade since our leading marketing product CAT Card had been launched. Ever since the inception, it has become a household brand name in the state. Even in the Corporation's perspective, it really proved to be a very effective customer retention tool and helped a lot in improving the Occupancy Ratios. In order to make it more attractive and passenger friendly, we have been continuously tailoring the features of the CAT card to match with the aspirations of the customers. Some of these efforts include the reduction in tariff of renewed CAT Cards, decentralizing issue procedure, introduction of Two years and Three years validity CAT cards, Family CAT cards etc,. All these strategic changes expanded the customer base and enriched customer satisfaction.

2. OBJECTIVE :

During the past twelve years, (since the inception of CAT cards) society has changed a lot and also the perception of the passengers towards APSRTC. At present Corporation is having 7 Lakh CAT card base where as the total APSRTC ridership is 1.5 Crore per day which comes to only 4.6 % of the traveling passengers have been taken into Corporation fold with CAT Cards.

At present there are several denominations of CAT cards under circulation i.e., ₹140/-, ₹160/-, ₹180/-, ₹200/-, ₹300/-, ₹350/- & ₹450/-. Among these denominations only ₹.200/- and ₹.140/- denominations are highest sold. The sales of Family CAT, 2 & 3 year CAT cards are very poor.

Hence, there is need to Rationalize the existing CAT Cards to make it more attractive to the passengers thereby improving the sales. The new CAT card is christened as **NAVYA CAT CARD**.

3. NAVYA CONCESSIONAL ANNUAL TRAVEL CARD (NCAT) - SALIENT FEATURES:

- **Type Numbered Card:** NAVYA CAT card shall be type numbered and will have hologram.
- **FRESH CARD:** The tariff of Navya CAT card is ₹ 250/- with one year validity.
- **RENEWAL CARD:** Only one single denomination of ₹ 150/- for renewal every year instead of the existing slab system.
- **ADD ON CARD:** All the fresh & renewal "Navya CAT Card" holders are eligible to get "Add on Navya CAT Card" @ ₹100/- to maximum four family members viz., spouse, Sons & Daughters (unmarried), which will be issued at the Depot where parent card is purchased.

- **ADDITIONAL COMPENSATION** An additional compensation (insurance) of ₹1.75 lakhs for fresh card and ₹ 2 lakhs for renewal card shall be provided in case of death of Navya CAT card holder, while traveling in APSRTC bus due to accidents. Additional Compensation for "Add on Navya CAT Card" holders is also eligible as of parent Card i.e., Fresh / Renewal Navya CAT Cards. **While paying additional compensation, the circular guidelines issued through Circulars referred above, may scrupulously be followed**
- **Grace period:** Grace period for renewal of Navya CAT Cards is increased to one month.
- The concession and validity in services remains same.

4. ADVANTAGES:

- **APSRTC** can dispense several denominations of CAT cards on introduction of Three Navya CAT card denominations Fresh, Renewal and Add-on.
- Passengers can easily identify with the new CAT card.
- Only three denominations of NAVYA CAT cards can be easily maintained at the depots.
- Cost of printing different denominations of CAT Cards shall be reduced.

5. COMMISSION PAYMENT TO ATB AGENTS AND RTC NESTAMS :

- ATB agents are allowed ₹10/- commission on sale of all three types of Navya CAT cards and they will be issued to ATB agents on pre-paid basis as being done presently.
- For RTC Nestams in addition to payment of ₹ 10/- commission on sale of each Navya CAT Card, additional incentive of ₹ 500/- will be paid on crossing 100 cards sales every time.

6. PRINTING OF NAVYA CAT CARDS & TO OBSOLETE EXISTING STOCK OF ALL DENOMINATIONS OF CAT CARDS:

NAVYA CAT Cards have been designed and supplied to all the units.

The existing stock denominations of CAT cards shall be made obsolete as per the procedure in vogue.

The existing CAT cards sold upto 07/03/2013 will be valid as per their validity periods and on expiry of validity, renewal to be made with ₹150/- denomination only:

7. COLLECTION & ACCOUNTAL OF NAVYA CAT CARDS:

- The COS (Zones) shall collect NAVYA CAT CARDS of denominations ₹250/-, ₹150/- & ₹100/- from COS / Miyapur duly placing special indent and arrange for distribution of the cards to the Depots under their control.
- Stock of **NAVYA CAT CARD** has to be fed to the computer as being done for existing CAT Cards.
- All other existing instructions in vogue such as lamination and issuing of the card on the spot to the customers are same as in the case of existing CAT cards.

8. LAUNCHING THE SALE OF NAVYA CAT CARD:

The Regional Managers are advised to make necessary arrangements for launching the sale of **NAVYA CAT CARD** on 08/03/2013 duly inviting local VIPs with pre and post launch publicity. The News Paper clippings pertaining to launching of NAVYA CAT CARD shall be sent to the Executive Director (O, MIS & AM).

9. CAMPAIGN & CORPORATE AIM TO INCREASE CAT CARD SALES :

- a) To make the crew aware of the introduction of NAVYA CAT CARD, Field Managers are advised to distribute pamphlets duly explaining the salient features and terms & conditions of the card among the crew.
- b) As a measure to increase CAT Card sales, motivative action be initiated by the Field Managers that all the Operations side employees may sell each 2 CAT cards per month and like wise Non-operating unit and Garage employees may sell each, one CAT card per month, duly taking Trade Unions into confidence.
- c) It should be aimed to increase CAT Card sales to 10 lakhs by the end of the year 2013 at Corporate level.
- d) Periodical meetings shall be conducted with CAT Card holders for every six months to enhance the relationship and initiating appropriate action on their feedback.

10. PUBLICITY:

Therefore, all Field Managers are advised to undertake wide publicity through Press & Electronic Media on the introduction of NAVYA CAT Card.

The Flexi banners with tariff and salient features of NAVYA CAT card shall be displayed at all the Bus Stations, Traffic generating points and Goodwill centers. Pamphlets explaining about the salient features with Tariff should be distributed among the passengers at all Bus stations, traffic generating points, etc. CRCs and RTC Nestams should be involved in giving wide publicity to the cards.

The performance of **NAVYA CAT CARDS** shall be furnished along with other monthly periodicals to the Corporate Office by 10th of every month.


**VICE CHAIRMAN &
MANAGING DIRECTOR**

To
All Regional Managers
All Deputy Chief Traffic Managers/ Divisional Managers
All Depot Managers

Copy to:

Director (V&S), FA & CAO, ED (O, MIS & AM), ED (E & IT), ED (A & P), & ED (Medical & HRD) and Secy to Corporation for information.

All ED (Zones) & HODs for information

CE (IT) with a request to arrange for software modifications for accountability of NAVYA CAT card.

All Dy.CAOs /AOs & Dy.CPMs / POs for information.

WM/Printing Press/Miyapur for information and necessary action.

RAO/HO for information.

COS/(UPL, KRMR, VJA, VZM, KDP, NLR & TPT) with a request to collect the cards from COS/Miyapur

COS/Miyapur with a request to handover the cards to the zonal stores

All Principals, Transport Academy and ZSTC for information.

PO (Training) to include in the Monthly index of circulars.

All Traffic Incharges, Bus Station Managers and all Squad Incharges for necessary action.