

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

No.M/294(1)/11-OPD (M)

OFFICE OF THE VC & MD
MUSHEERABAD: HYDERABAD-624

Circular No. 29/2011-OPD (MKTG) Dated 20.06.2011

Sub: Monthly Season Tickets - Rationalisation of MST Tariffs with more Passenger friendly features - Instructions issued - Reg.

1. Introduction :

On reviewing the sale of monthly seasons tickets upto Mar'11 compared with sales upto Mar'10, there is a huge drop in sale of Pallevelugu MSTs as shown hereunder.

Period	Pallevelugu MST sales	Express MST sales
2009-10	4,03,724	33,682
2010-11	2,81,031	29,095
Variance	-1,22,693	-4,587

2. Nomenclature of new Monthly Season Tickets :

The nomenclature of Monthly Season Tickets is changed as :

- 20 - 30 PVG Silver Card with a tag line of "Pay for 20 days and travel for 30 days"
- 20 - 30 EXP Silver Card with a tag line of "Pay for 20 days and travel for 30 days"
- 60 - 90 PVG Gold Card with a tag line of "Pay for 60 days and travel for 90 days"
- 60 - 90 EXP Gold Card with a tag line of "Pay for 60 days and travel for 90 days"

3. Salient features of Silver & Gold Cards :

- Silver & Gold cards are issued for Monthly & Quarterly periods, separately for Pallevelugu and Express types.
- Silver & Gold cards are issued upto 75 Kms with 5 Kms slabs.
- Passengers intending to travel from 76th km to 100th Km are facilitated to travel with a single slab tariff of 80 Kms fare.
- There are no child tickets in Silver & Gold cards category.
- For first two stages Silver & Gold cards is not issued for Express buses.

4. Revised Tariffs of Monthly (Silver) & Quarterly (Gold) Cards :

To improve the patronage of the Silver & Gold Cards and making them passenger friendly, the tariffs have been rationalized. Passengers can purchase Silver cards for one month and Gold cards for three months as per their convenience.

The revised tariff of Silver & Gold cards are as follows.

KMS	CHARGEABLE KMS	Pallevelugu Tariff in Rs.		EXP TARIFF in Rs.	
		Pallevelugu SILVER Card (Monthly)	Pallevelugu GOLD Card (Quarterly)	Express SILVER Card (Monthly)	Express GOLD Card (Quarterly)
0-5	5	160	480	NO TICKET	NO TICKET
06-10	10	200	600	NO TICKET	NO TICKET
11-15	15	280	840	400	1200
16-20	20	400	1200	440	1320
21-25	25	480	1440	560	1680
26-30	30	560	1680	680	2040
31-35	35	680	2040	760	2280
36-40	40	760	2280	880	2640
41-45	45	840	2520	1000	3000
46-50	50	920	2760	1080	3240
51-55	55	1040	3120	1200	3600
56-60	60	1120	3360	1320	3960
61-65	65	1200	3600	1440	4320
66-70	70	1320	3960	1520	4560
71-75	75	1400	4200	1640	4920
76-100	80	1480	4440	1760	5280

5. Value Additions to attract more clientele :

- Luggage of Silver & Gold card holder should be allowed free of cost in buses.
- Gold card holders (Quarterly card) shall be provided insurance on the lines of Vanita Family Card, i.e., One Lakh Rupees compensation in case of loss of life while traveling in our buses.
- Pallevelugu Silver & Gold card holder is allowed to travel in EXP buses, by collecting a flat fare of Rs.5/- for any distance, on the lines of combi ticket for Students.
- Express Silver & Gold card holder is allowed to travel in Deluxe buses by paying Rs.10/- flat fare for any distance.
- Express Silver & Gold card holders are allowed to travel in NON-STOP express buses also.

6. GIFT Scheme for Silver & Gold card holders :

- TWO Gifts for each Region may be given to Silver & Gold card holders holders, one for PVG Silver/Gold card holders and one for EXP Silver/Gold card holders. Gifts worth of Rs.2000/- for PVG Silver & Gold card holders and Rs.3000/- for EXP Silver & Gold card holders are to be given every month. Depots should send the previous month dump of PVG & EXP Silver & Gold cards to RMs Office by 5th of every month. Draw shall be taken by 10th of every month and winners should be awarded through media and also exhibited in the Bus stations for convenience of the Silver & Gold card holders. The winning Silver & Gold card holders numbers may be selected by random generation of sold Silver & Gold card numbers using the computer program which will be developed by IT department. **The gift scheme is valid upto Dec, 2011.**

7. Publicity measures to be undertaken for Silver & Gold Cards :

Banners to be prepared with the following captions in Telugu and to be displayed at all bus stations and also at Silver & Gold Cards issuing counters.

- 20 – 30 Pallevelugu SILVER CARD : 10 Rojula Uchita Prayanam
- 60 – 90 Pallevelugu GOLD CARD : 30 Rojula Uchita Prayanam
- 20 – 30 Express SILVER CARD : 10 Rojula Uchita Prayanam
- 60 – 90 Express GOLD CARD : 30 Rojula Uchita Prayanam

Value additions mentioned at item-5, shall also be incorporated in the banners.

- Pamphlets to be prepared and distributed to the traveling public particularly to the office goers, petty vendors and business people.
- Crew should be educated thoroughly over the additional value added facilities provided to the Silver and Gold card holders, especially on the 'combi' ticket facility.

8. Printing, Stocking & Distribution of revised model Silver & Gold cards.

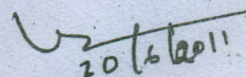
Works Manager, printing press, Miyapur shall arrange to print the monthly & quarterly passes with the approved design. Sufficient stock shall be printed and supplied to Zonal stores for onward distribution to Depots.

With the introduction of the new model Silver & Gold Cards, the existing stock on hand of old model shall have to be treated as obsolete and shall be burnt after audit as per the existing procedure. Old stock shall not be issued under any circumstances from 1st Jul, 2011 onwards.

9. Launching of the Scheme.

All the Regional Managers are advised to launch Silver & Gold Cards on 01.07.2011 by inviting local VIPs duly conducting a meeting. Media personnel shall also be invited to the launching programme for press coverage.

Compliance report shall be submitted with the details of press clippings / Photos of launching programme to this office.


20/6/2011

**VICE CHAIRMAN &
MANAGING DIRECTOR**

Copy to:

Director (V&S), FA, ED (O&MIS), CAO, ED(E), ED(HRD) & ED (A&M) for information.

All ED (Zones) & HODs for information.

All other Officers of the Corporation.

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

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

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

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

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