

# ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

RTC HOUSE,  
Dt: 15.03.2017.

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

Sub: **TARGETS**- Fixation of targets for sale of all Marketing products for the financial year 2018-19 – Communication of region wise targets –Reg.

\*\*\*

APSRTC has achieved revenue of Rs. 31.82 crores on sale of all marketing products during the year 2017-18 (upto Feb-2018). Product wise breakup of revenue realised is furnished hereunder:

NAME OF THE PRODUCT	REVENUE REALISED (Rs. In Lakhs)
NAVYA CAT CARDS	603.02
VANITHA FAMILY CARDS	343.09
VIHARI CARDS	24.14
SILVER CARDS	1911.69
TAYL TICKETS	300.89
<b>TOTAL</b>	<b>3182.84</b>

Keeping the changed needs of customers & the need to improve revenue of the Corporation, it is proposed to achieve revenue of Rs.51 crores during 2018-19. Product wise breakup of revenue targets are furnished below:

NAME OF THE PRODUCT	REVENUE TO BE REALISED (Rs. In Lakhs)
NAVYA CAT CARDS	850.00
VANITHA FAMILY CARDS	1160.00
VIHARI CARDS	50.00
SILVER CARDS	2640.00
TAYL TICKETS	400.00
<b>TOTAL</b>	<b>5100.00</b>

Region wise targets for all marketing products for the year 2018-19 are enclosed herewith. Therefore, all RMs are advised to fix depot wise targets for all the products duly communicating to this office by 28.03.2018 without fail. Personnel maintaining bus pass counters shall be educated about availability of Silver cards for UDLX product. Further, publicity shall also be given through banners on this subject. Field managers shall suitably be motivated to achieve targets set for the year 2018-19.

  
EXECUTIVE DIRECTOR (O&M) 19/3/2018

Copy to: ED (Zones) for favour of information.  
All Dy CTMs for necessary action.

(PTO)

## MARKETING SCHEMES TARGETS FOR 2018-19

SL NO	REG	NAVYA CAT CARDS		VANITHA FAMILY CARDS		VIHARI CARDS		SILVER CARDS	
		CARDS	AMT	CARDS	AMT	CARDS	AMT	CARDS	AMT
1	NEC	25980	4593977	125140	13633846	565	339079	27463	26734853
2	VSP	11454	2112802	100518	10365036	467	279918	11038	10530036
3	EG	21118	3800657	139734	11710046	905	542718	43760	31604830
<b>VZM ZONE</b>		<b>58552</b>	<b>10507436</b>	<b>365392</b>	<b>35708927</b>	<b>1936</b>	<b>1161715</b>	<b>82261</b>	<b>68869719</b>
4	WG	13368	2442693	104677	10312137	177	106098	18015	12677770
5	KRI	27086	4779857	108187	10634490	1141	684606	39357	34628717
6	GNT	57683	10406297	128157	10952782	521	312320	54553	42978007
<b>VJA ZONE</b>		<b>98137</b>	<b>17628847</b>	<b>341021</b>	<b>31899409</b>	<b>1838</b>	<b>1103024</b>	<b>111925</b>	<b>90284494</b>
7	PKSM	50692	8824184	80076	9018439	284	170298	23546	17121112
8	NLR	32672	5839064	71500	6793271	257	154246	29528	22230219
9	CTR	54931	9380957	90043	9142136	1837	1101943	28990	27310097
<b>NLR ZONE</b>		<b>138296</b>	<b>24044206</b>	<b>241620</b>	<b>24953846</b>	<b>2377</b>	<b>1426487</b>	<b>82064</b>	<b>66661428</b>
10	ATP	54560	9121397	93854	8710987	657	394266	9862	10648744
11	KRNL	74730	12315197	100968	9221029	729	437538	14550	12580576
12	KDP	69489	11382917	66313	5648583	795	476970	17886	14955038
<b>KDP ZONE</b>		<b>198779</b>	<b>32819511</b>	<b>261135</b>	<b>23580598</b>	<b>2181</b>	<b>1308774</b>	<b>42297</b>	<b>38184359</b>
<b>CORN</b>		<b>493764</b>	<b>85000000</b>	<b>1209168</b>	<b>116142781</b>	<b>8333</b>	<b>5000000</b>	<b>318548</b>	<b>264000000</b>

### TARGETS FOR TAYL TICKETS

REGION	CARDS	AMOUNT
VSP	540179	37812506
KRI	31250	2187494
<b>TOTAL</b>	<b>571429</b>	<b>40000000</b>