

ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION

NO.M/791(1)/16-OPD (M)

O/o the VC & MD  
Bus Bhavan, Hyderabad.  
Dated: 19.04.2016

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

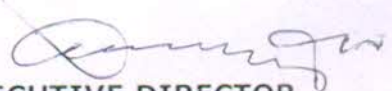
Sub: **TARGETS** – Fixation of Targets for sale of Navya Cat cards, Vihari cards, Vanitha Family Cards and Silver Cards for the financial year 2016-17 – Reg.

Reassessing targets from time to time and evaluating performance is a must for any type of business. Basing on the performance of Navya Cat cards, Vihari cards, Vanitha Family cards and Silver cards during the years 2013-14, 2014-15 and 2015-16, the targets for the year 2016-17 have been set.

The targets for Navya Cat cards, Vihari cards, Vanitha Family cards and Silver cards fixed for the year 2016-17 are enclosed herewith.

Therefore, all Regional Managers are advised to fix the depot wise targets for the above cards and to motivate the Field Managers to achieve the targets for the year 2016-17. Further, the Depot wise targets fixed shall be communicated to this office by 25.04.2016.

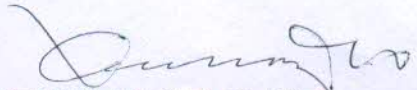
Encl: As above

  
**EXECUTIVE DIRECTOR  
(O, M&C & Projects)**

Copy to: ED/Zones for favour of information.  
Copy to: All Dy CTMs/DVMs for necessary action.

## TARGETS OF MARKETING PRODUCTS FOR THE YEAR 2016-17

S.NO	REGION/ZONE	NAVYA CAT CARDS	VIHARI CARDS	VANITHA FAMILY CARDS	SILVER CARDS
1	KDP	65000	2100	36000	11200
2	ATP	50300	1500	42000	5550
3	KRNL	73900	1700	58500	14500
KDP ZONE		189200	5300	136500	31250
4	NLR	31400	950	29900	17100
5	PKSM	49300	600	40000	14200
6	CTR	56950	4300	115000	34500
NLR ZONE		137650	5850	184900	65800
7	KRI	33960	4200	57200	29700
8	GNT	59800	1400	80100	43300
9	W.G.	15690	480	40000	47600
VJA ZONE		109450	6080	177300	120600
10	NEC	34300	2950	47700	22400
11	VSP	7600	1260	30000	13800
12	E.G	22800	2400	46600	29800
VZM ZONE		64700	6610	124300	66000
TOTAL		501000	23840	623000	283650

  
**EXECUTIVE DIRECTOR**  
**(O, M&C & PROJECTS)**