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## **MARKETING**

Marketing wing introduced various schemes for customers, which are detailed hereunder:

### **1. Navya CAT ( Concessional Annual Travel ) CARD**

- Introduced on 6<sup>th</sup> March-2013 duly rationalizing the existing CAT cards.
- Rs.250/- per Fresh card and Rs.150/- on renewal card and is valid for a period of 1 year from the date of purchase.
- The Navya CAT card entitles the customer for a concession of 10% of the fare in all the buses of TSRTC, except A/C buses and City buses.
- In addition to the concession, Navya CAT card holder is eligible for accident compensation up to Rs.1.75 lakh for fresh card and Rs.2 lakhs for renewal card.
- **ADD ON CARD:** All the fresh & renewal 'Navya CAT Card' holders are eligible to get "Add-On Navya CAT Card" @ Rs 100/- to maximum four family members viz., spouse, sons and daughters (unmarried). Additional Compensation for "Add-On Navya CAT Card" holders is also eligible as of parent Card i.e., Fresh / Renewal Navya CAT Cards

### **2. VIHARI CARD:**

Vihari cards are introduced duly replacing JHT, IJHT and CGC on 06.03.2013. The tariff of the Vihari Card is Rs 610/- and the card holders are permitted to perform any number of trips anywhere to anywhere, where the RTC Buses are under operation including inter-state destinations for a period of seven days duly paying 50% of the ticket fare for each trip. Vihari Card holder is eligible to travel in all types of services except AC buses during the validity period. Vihari card can be purchased 7 days in advance and the card holder can also make advance reservation of tickets at Bus Stations and ATB counters.

**Cancellation of Vihari Card :** Cancellation of Vihari Card allowed on surrendering the card at the place of purchase before 00.00 Hrs of the day prior to the day of the commencement of the validity of the card duly deducting 25% of the card value i.e., to refund Rs 457/- only.

Existing cancellations rules will be applied for cancellation of the tickets booked on the strength of Vihari Card in advance. For current booking tickets there is no cancellation.

### **3. VANITHA FAMILY CARD**

There are 1.80 Cr White Ration Card families in the state. All these members are economically very poor. Hence, they depend on cheap mode of transport like sharing autos, vans, etc., Many times it is observed that they travel in groups, that too beyond the capacity of the vehicle, to share the cost. This results in frequent accidents, endangering the lives of these people. Cost is the main criterion in travelling such unsafe modes of transport. Hence corporation introduced "Vanitha Family Cards" w.e.f., 15.05.2011.

#### **Features:**

- "VANITHA FAMILY CARD" will be issued for all the members mentioned in White Ration Card by charging Rs.100/- only towards card issuing charges.
- Add-on Card also be issued to all the individual members listed on White Ration card duly collecting Rs.20/- per head.
- VANITHA FAMILY CARD will be issued in the name of Woman. Other family member names will be mentioned in the card..
- The card will be valid in "Pallevelugu" and "Express" services only.
- The validity of the Card is for Two years.
- 10% concession will be extended to the family members either to travel individually or in group in all Pallevelugu and Express buses.
- There will be compensation payable to the extent of Rs One Lakh per member for loss of life to the VANITHA FAMILY CARD member in case of accident while travelling in TSRTC Bus.

### **4. SILVER CARDS:**

- Silver cards are issued for a month, separately for Pallevelugu and Express types by collecting 20 days fare only.
- Silver cards are issued upto 75 Kms with 5 Kms slabs.
- Passengers intending to travel from 76<sup>th</sup> km to 100<sup>th</sup> Km are facilitated to travel with a single slab tariff of 80 Kms fare.
- There are no child tickets in Silver cards category.
- For first two stages Silver card is not issued for Express buses.

