

'Ticket Booking on Mobile Phones'

Shri Radhakrishna Vikhe Patil, Minister of Transport inaugurated the 'Ticket Booking on Mobile Phones' facility of MSRTC on March 23. Shri Deepak Kapoor, Vice Chairman & Managing Director of MSRTC and Shri Dewang Neralla, Director - atom technologies were present at the occasion. MSRTC has launched this facility as an extension of its On Line Booking and part of its commitment to make its bus bookings



more convenient for all its customers. This facility of booking the tickets using a mobile phone is going to make it easier for travelers to use the MSRTC service. To use this service, customer can download the application by sending a SMS 'atom' to 54959. Shri Vikhe Patil praised the way MSRTC is modernizing its services. " MSRTC need to introduce more multipurpose services like tickets in the form of SMS es, like airline ticketing, to make things easier for customers," he said. Shri Deepak Kapoor, VC & MD, MSRTC said " Our aim has always been to make travelling convenient and comfortable for all our customers. The launch of this service is our next step towards increasing the convenience for our customers to book their tickets without having to visit a counter. With the launch of this user-friendly and convenient option of booking tickets, we expect more and more people to use the MSRTC services resulting in increased revenue." •