

MUNICIPAL CORPORATION OF DELHI
(ADVERTISEMENT DEPARTMENT)

208, Nigam Bhawan
Kashmere Gate Delhi
Tel.No.23961884

No.OSD(Advt)/2010/D-419

Dated: 23.04.2010

CIRCULAR

Sub:- Display of advertisement through 'neonsigns' on commercial properties

While approving the Outdoor Advertisement Policy, 2007 vide order dated 12.10.2007, the Hon'ble Supreme Court has permitted display of advertisement through 'building wraps', strictly in commercial areas. Accordingly, MCD has been granting permission for display of advertisement at the duly approved commercial building or the buildings located on streets / areas declared as 'commercial', carrying the activities permissible in the Local Shopping Centres, as per clause 5.2 of Master Plan, 2021, at the approved rates of fee and terms & conditions. It was observed that some of the advertising agencies have been putting up 'Neonsigns' in place of 'building wraps', though building wrap and neonsign (non-moving) are different categories..

In view of the above, the issue was re-visited and it has been decided to allow display of advertisement through 'NEONSIGN' (with no moving, blinking or electronically controlled display) on the similar terms & conditions, as applicable for the 'building wraps' and strictly under the parameters of the Outdoor Advertisement Policy, as approved by the Hon'ble Supreme Court, on the following rates of fee which is equivalent to three times of the rates prescribed for 'building wraps':-

Name of the municipal zone	Rate of fee (in Rs./sq.ft./ month)
South	360
Central	345
City	300
Civil Lines	300
Karol Bagh	300
Narela	300
Najafgarh	300
Sadar Paharganj	300
Shahdara (North)	300
Shahdara (South)	300
West	300
Rohini	300

This issues with the approval of Competent Authority on 21.04.2010 in file No 44/Advt. and comes into force with immediate effect.

B.N. Singh
(B.N. Singh)

Officer on Special Duty (Advt.)

Distribution:-

All Advertisers registered with MCD

Copy for information to:-

1. Commissioner
2. All Addl. Commissioners;
3. All DCs and HODs;
4. Guard File.

Copy for information also to:-

1. PS to Hon'ble Mayor;
2. PS to Hon'ble Chairman, Stg.Cte.;
3. PS to Hon'ble Leader of the House;
4. PS to Hon'ble Leader of the Opposition.