

MUNICIPAL CORPORATION OF DELHI
(ADVERTISEMENT DEPARTMENT)

25th Floor, Civic Centre
Minto Road, New Delhi-02
Tel.No. 2322-5452

No.CO(Advtt.)/2011/D-3877

Dated 03.11.2011

M/s Number One Advtg. & Mktg. Company
E-149 (LGF), Greater Kailash-II
New Delhi – 110048.
E.mail – number1_advtg@yahoo.com

Sub:- Cancellation of four NOCs for building wraps.

In terms of the order of the Hon'ble High Court of Delhi in Writ Petition (Civil) No. 4913/2010 titled 'Number One Advertising & Marketing Company Vs. MCD', Shri Ajay Gupta attended this office on 24.10.2011 and 31.10.2011 on your behalf for reconciliation of accounts in respect of the NOCs / permissions granted to you for display of advertisement through building wraps. Based on the record and statement of accounts submitted by you, from time to time, vide letters dated 20.10.2011; 25.10.2011 and 31.10.2011, the accounts have been re-conciled, in the presence of your representative and position in respect of each of the NOCs is as under:-

Date of NOC	Location	No. & size of building wrap(s) permitted	Dues outstanding
18.02.2009	ME-4, M-Block Market, GK-1, New Delhi (Central Zone)	One of the size 16'x12'	Rs.06,54,318/- as on 17.10.2011
18.02.2009	A-13, South Extn.-1, New Delhi (Central Zone)	One of the size 20'x10' (actual display 40'x10')	Rs.30,36,902/- as on 17.10.2011
18.12.2008	N-5, Ring Road, NDSE-1, New Delhi (Central Zone)	One of the size 20'x20'	Rs.06,82,741/- as on 31.10.2011
20.01.2009	1/15-C, Lalita Park, Laxmi Nagar, Delhi (Shah-South Zone)	One of the size 40'x10'	Rs.11,29,445/- as on 17.10.2011
05.03.2010 (cancelled on 13.09.2011 and site removed)	WZ-31, Palam Colony, New Delhi (Najafgarh Zone)	One of the size 20'x10'	Rs.01,32,070/- as on 13.09.2011
18.12.2008 (cancelled on 11.09.2009)	C-12/1, Mansarovar Garden, New Delhi (West Zone)	One of the size 20'x10'	Rs.9,57,414/- as on 31.10.2011
18.12.2008 (cancelled on 11.09.2009)	C-13/1, Mansarovar Garden, New Delhi (West Zone)	One of the size 30'x10'	Rs.9,98,103/- as on 31.10.2011
	Total		Rs.75,90,993/-
	Less the amount deposited vide letter dated 24.10.2011		Rs.10,00,000/-
	Net dues		Rs.65,90,993/-

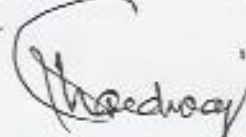
It is, thus, apparent from the above statement that on reconciliation of accounts and adjustment of the payments made by you, from time to time, dues amounting to Rs.65,90,993/- are outstanding as on 01.10.2011.

It is relevant to point out that out of the seven NOCs mentioned in the above table, three NOCs stand already cancelled and only four are subsisting, as on date. In the subsisting NOCs as well, you have not been depositing the payments and displaying advertisements, in violation of the approved terms & conditions, with the result that huge dues, as indicated in the aforesaid table, have accumulated against you. On account of committing violation of the approved terms & conditions, show cause notices have already been issued to you, from time to time, and the NOCs are liable to be cancelled and security amount forfeited.

In view of the above, the competent authority has taken a decision to cancel the following subsisting NOCs granted to you, with immediate effect and forfeit the security amount deposited by you at the time of grant of NOCs, on account of committing violation of the approved terms & conditions, and to take all consequential actions for removal of the unauthorized advertisements, if any found on display at the relevant sites, including imposition of damage charges.

Date of NOC	Location	No. & size of building wrap(s) permitted
18.02.2009	ME-4, M-Block Market, GK-1, New Delhi (Central Zone)	One of the size 16'x12'
18.02.2009	A-13, South Extn.-1, New Delhi (Central Zone)	One of the size 20'x10' (actual display 40'x10')
18.12.2008	N-5, Ring Road, NDSE-1, New Delhi (Central Zone)	One of the size 20'x20'
20.01.2009	1/15-C, Lalita Park, Laxmi Nagar, Delhi (Shah-South Zone)	One of the size 40'x10'

You are informed, accordingly, and called upon to immediately remove the advertisements displayed at the above mentioned properties, in terms of the NOCs granted to you (which are cancelled herewith), and clear the aforesaid dues of Rs.65,90,993/- within three days from the date of receipt of this letter, failing which action for recovery of dues and all other consequential actions, including imposition of damage charges, as per this office circular dated 09.03.2011, will be initiated, without any further reference to you.


(Ashok Bhardwaj)
Commercial Officer (Advtt.)