



SOUTH DELHI MUNICIPAL CORPORATION
OFFICE OF THE Dy. COMMISSIONER (ADVERTISEMENT)

Dr. Shyama Prasad Mukherjee Civic Centre (25th Floor),
Jawaharlal Nehru Marg, New Delhi-110002, Ph. No. 011-2322-7508/10

No. DC (Advtt.)/2012/D- 892

Date: 14.02.2013

To,

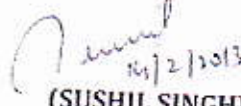
M/s. ALL REGISTERED ADVERTISERS

Sub: Directions regarding Unipoles and other utilities of South Delhi Municipal Corporation:

Whereas, you were allotted Unipoles in the jurisdiction of South-DMC. It has been observed that your Unipoles have been deviated from their original place of allotment.

- (a) You are hereby requested to comply with the terms and conditions of NIT, Agreement and Outdoor Advertisement Policy, 2007 of Hon'ble Supreme Court of India and re-install all the deviated Unipoles at their actual place of location/allotment. A circular in this regard was also issued under the signatures of undersigned (in compliance to the directions of the Hon'ble High Court).
- (b) It is also to intimate you that all the Unipoles have been numbered by the department in a uniform sequence to facilitate identification of all the Unipoles. A list of the same can be procured from the concerned Area Inspectors and very soon the same shall also be uploaded on the Municipal website for information of all concerned. The said number of sequence has been pasted at all the Unipoles by the Area Inspectors and henceforth, it shall be your responsibility to ensure that the same gets painted/grooved on each and every Unipole allotted to your firm.
- (c) You were also asked by the department to display a sign board measuring size 1.5' x 1' describing logo of SDMC, the name of advertiser/company, location address of site, NOC/Allotment no. with date of issue and date of expiry on all the Unipoles.

You are once again requested to comply with (a), (b) & (c) above within three days from the date of issue of this letter, failing which prevalent action as deem fit shall be initiated by the department. This may be treated in continuation to earlier letters of this department issued vide nos D-116 dated 13.07.2012, D-117, 13.07.2012, D-207 dated 14.09.2012, D-512 dated 12.12.2012.


14/2/2013
(SUSHIL SINGH)
DY. COMMISSIONER (ADVTT.)