

MUNICIPAL CORPORATION OF DELHI
(ADVERTISEMENT DEPARTMENT)
25th Floor, Civic Centre, Minto Road, New Delhi - 110002
Tel.No. 011-23227510

PUBLIC NOTICE

This is to notify for the information of general public, specifically the shopkeepers / business establishments / institutions, that as per the Outdoor Advertisement Policy, 2007 approved by the Hon'ble Supreme Court, only one self-signage not exceeding the size of 2.5 sqm, can be displayed at each shop / office / business premises. Notices for damage charges were sent for the signages displayed in violation of such parameters or carrying display of other companies. The Corporation has taken a decision to grant one time relaxation for such signages to pay on actual basis, without any damage charges and penalty, upto 31.03.2011. This relaxation shall not be available beyond 31.03.2011.

Those who want to avail this benefit, may pay only the actual charge, as reflected in the demand notice / notices, by deducting the damage charge and interest component, if any, from the total demanded amount.

MCD reiterates its request to the shopkeepers / business houses / institutions to strictly follow the norms of the self-signages, as given in the Outdoor Advertisement Policy, 2007, in letter and spirit. Violation of these parameters will be considered 'pure commercial display' and dealt with, accordingly.


(Ashok Bhardwaj)
Commercial Officer (Advtt.)