

MUNICIPAL CORPORATION OF DELHI
(ADVERTISEMENT DEPARTMENT)

25th Floor, Civic Centre
Minto Road, New Delhi-02
Tel.No. 011-23227510

No.OSD(Advtt.)/2011/D-100.1675

Dated: 26.05.2011

CIRCULAR

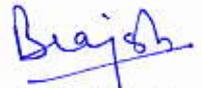
There has been a long pending demand raised at different levels to know about the MCD authorized outdoor advertisement spaces, locations, sizes, modes of displays and names of advertisers, etc. located within its jurisdiction. Non-availability of the same in public domain was causing a state of uncertainty while going in for display of advertisement in various parts of the city. In order to redress this issue, the Corporation has prepared its software and put to use 'Advertisement Information Management System under its e-governance project.

As of today, various modes of authorized displays, sites, sizes, location, name of advertisers, are available in the public domain on MCD portal at the following link:-

"www.mcdonline.gov.in >display of outdoor advertisement >find outdoor displays >permissions / display sites"

This is one of the steps of the Corporation to simplify the process of knowing the authorized advertisements sites within the jurisdiction of Municipal Corporation of Delhi.

I would request you to make extensive use of the same and advertise, accordingly. I would also request you to give your suggestions, if any, for the improvement of this information sharing system. It is further advised that those who are displaying the advertisement in excess of the size permitted by MCD, may immediately take permission of the MCD for regularization of such excess space, if feasible, as per policy, failing which the department will be duty bound to impose damage charges on display of such advertisement in excess of the authorized area, as per this office circular dated 09.03.2010, beside taking other actions, as per law.



(B.N. Singh)

Officer on Special Duty (Advtt.)

All Registered Advertisers

All Advertising Agencies

ASSOCHEM / FICCI / CII / CREDAI / PHDCCI

Companies / firms / business houses displaying their advertisements in the city of Delhi

Copy to:-

1. Commissioner,
2. All Addl. Commissioners;
3. Director (P&I).