Notice for E-Auction

WITH REGARD TO

Licensing the display rights of Advertisement on

Unipoles, Bus Queue Shelters & Public Toilets of Municipal Corporation, Ambala

August 2020

Issued by

Municipal Corporation Ambala
Jagadhari Gate, Ambala City-134003
Email:- mcamb.54@gmail.com
Ph. 0171-2441077
Notice

Memo No: MCA/XEN/2020/960  Dated: 14.08.2020

E-Auction for Display of Outdoor Media Sites on Unipoles, Bus Queue Shelters & Public Toilets

MUNICIPAL CORPORATION, AMBALA has decided to conduct e-Auction for display of advertisement on Unipoles & Bus Queue Shelter & Public Toilet mentioned in Schedule- I with following conditions amongst the registered agencies/persons:

Municipal Corporation Ambala
Jagadhari Gate, Ambala City

License of Display rights of Ground Out Door Media Display (OMDs) on Unipoles, Bus Queue Shelters & Public Toilets

E-Auction Notice

Municipal Corporation Ambala (MCA) has identified 36 Unipoles, 15 Bus Queue Shelters & 18 Public Toilets for the display of OMDs and is desirous of inviting online Bids, by way of e-auction from registered agencies with MCA in accordance with Request for Qualification (RFQ) for “Licensing of Display rights of Ground OMDs on Unipoles, Bus Queue Shelters & Public Toilets (Project)” through e-auction on MCA website www.mcambala.gov.in.

<table>
<thead>
<tr>
<th>E-Service Fee (Rs.)</th>
<th>Registration</th>
<th>E-Auction</th>
<th>Pre-bid Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration Fees (Non Refundable)</td>
<td>EMD (Refundable)</td>
<td>Start date and Time for Registration</td>
<td>End date &amp; Time for Registration</td>
</tr>
<tr>
<td>10,000/-</td>
<td>Rs 9,24,505/-</td>
<td>14.08.2020 03:00 PM</td>
<td>24.08.2020 02:00 PM</td>
</tr>
</tbody>
</table>

1. The intending agencies are advised to get them self-registered online with MCA; seven days prior to the date of e-auction i.e. 24-08-2020; since the date of e-auction is fixed for 28-08-2020.
2. Pre-bid meeting will be held on 21.08.2020 at 11:00 AM in the office of Municipal Corporation, Ambala City.
3. Only registered agencies with MCA shall be allowed to participate in E-Auction. Intending agencies may get them self-registered with the MCA online through its website i.e. www.mcambala.gov.in .
5. For any further information you may contact Executive Engineer-II, MCA and on website i.e. www.mcambala.gov.in.
6. All subsequent, notification changes and amendments would be posted only on the following websites: www.mcambala.gov.in, and http://etenders.hry.nic.in
7. The interested agencies will have to get them self-registered online by paying requisite fee; as prescribed under clause 3 of Byelaw 3 of the Haryana Municipal Corporation Byelaws 2018 through online portal of MCA i.e. www.mcambala.gov.in

Executive Engineer
for Commissioner,
Municipal Corporation,
Ambala City
**Auctioneer Name**
Municipal Corporation Ambala (MCA)
Jagadhari Gate, Ambala City, Haryana 134003
Tel.: 0171-2441077
Email: mcamb.54@gmail.com

**Auction to be Conducted by**
IDFC FIRST BANK,
Powered by C1 India Pvt. Ltd.
Plot no. 301, 1st Floor, Udyog Vihar Phase-2
Gurugram – 122015
Helpline No. 0124-4302006, 7291981126
Email ID: auction@c1india.com, ansu.ashokan@c1india.com,
anurag.upadhyay@c1india.com

**Auction Schedule**
Last Date and Time of online submission of mandatory documents before Auction
Form Fee:- 24.08.2020 up to 02:00 PM

1. E-Auction Start Date & Time
   Date:- 28-08-2020
   Time:- 11:00 AM – 01:00 PM

Auction Website - [https://mca.c1auctions.com](https://mca.c1auctions.com)

INSTRUCTION: The required document is to be duly filled in and signed by the bidder and thereafter uploaded on the website [www.mcambala.gov.in](http://www.mcambala.gov.in) during the time of submission of the EMD.

**Registration on e-Auction portal for participation**
1) Shortlisted bidder has to get themselves registered on the e-Auction portal to get User Id & Password which shall be valid for one year by making online payment of Rs. 1000/- (exclusive of taxes).
2) Participants should have a valid class III Digital Signature Certificate issued by any one of the certifying authority. (DSC)
3) Participant shall safely keep their User ID and password, which will be issued online by the service provider upon registration, and which is necessary for e-bidding.
4) Bidders are advised to change the password immediately on receipt from the e-auctioning portal in their own interest.

**Helpdesk for Training and information on e-Auction**
Participants can get training on e-Auction from our service provider,
M/s IDFC FIRST Bank Ltd (C1 India Pvt. Ltd.) by contacting on Helpline No.
0124-4302006, 7291981126
Email ID: auction@c1india.com, ansu.ashokan@c1india.com,
anurag.upadhyay@c1india.com

**Special Instructions**
Bidding in the last minutes and seconds should be avoided in the bidders own interest. Neither the Service Provider nor MUNICIPAL CORPORATION, AMBALA will be responsible for any lapses / failure on the part of the Bidder, in such cases.
E-Auction bidding Terms and Conditions

1. Computerized e-Auction shall be conducted by service provider M/S IDFC FIRST Bank on behalf of MUNICIPAL CORPORATION, AMBALA, on pre-specified date, while the bidders shall be quoting from their own offices / place of their choice. Internet connectivity and other paraphernalia requirements shall have to be ensured by bidders themselves. Please note that failure of Internet connectivity (due to any reason whatsoever it may be) shall be sole responsibility of bidders and neither MUNICIPAL CORPORATION, AMBALA nor M/S IDFC FIRST Bank shall be responsible for these unforeseen circumstances. In order to ward-off such contingent situation, bidders are requested to make all the necessary arrangements / alternatives whatever required, so that they are able to circumvent such situation and still be able to participate in the e-Auction successfully. However, the Bidders are requested not to wait till the last moment to quote their bids to avoid any such complex situations.

2. M/S IDFC FIRST Bank shall arrange to train the bidder(s), without any cost. M/S IDFC FIRST Bank shall acquaint bidder regarding the bidding process, functions and e-Auction rules.

3. Type of Auction: Forward e-Auction.

4. Bidding Currency & Unit of Measurement: Bidding will be conducted in Indian Rupees (INR) Only.

5. Starting (Opening) Price / Bid Increment: The opening price of the auction and the bid Increment value shall be available to the bidders on their bidding screen.

6. Bid Price: The Bidder has to quote the total price i.e. including the increment value or multiple thereof.

7. For other terms and conditions, Procedure of e-Auctioning
   a. e-Form Submission
      All interested bidder need to fill online form available on e-Auction domain with necessary details.
   b. Online e-Auction:
      • MUNICIPAL CORPORATION, AMBALA has declared its Reserve Price (RP), which is listed in ANNEXURE-I and shall also be visible to the all Bidders during participation at the start of the e-auction. Please note that the start price of this work is available online & E-Auction is open to all the participating bidders. Bidder can start bidding, in the online e-Auction, from the start price itself including the increment value. Hence, the first online bid that comes in the system during the online e-Auction should be higher than the auction's start price by one increment, or higher than the auction's start price by multiples of increment. The second online bid and onwards will have to be higher than the H1 rate by one increment value, or higher than the H1 rate by multiples of the increment value.

      • The “Increment Value” shall be Rs. 20,000/- and the bidders will have to increase the bid amount in the multiple of “Increment Value” which appears on their bidding screen.

      • If a bidder places a bid in the last 5 minutes of closing of the e-Auction and if that bid gets accepted, then the auction's duration shall automatically get extended for 5 minutes, from the time that bid comes in. Please note that the auto-extension shall be for unlimited times and will take place only if a valid bid comes in last 5 minutes of auction closing. If valid bid is not received, the auto-extension will not take place. In case, there is no bid in the last 5 minutes of closing of e-Auction, the auction shall get closed automatically without any extension. However, bidders are advised not to wait till the last minute or last few seconds to enter their bid during the auto-extension period to avoid complications related with internet connectivity, network problems, system crash down, power failure, etc.

8. Successful (H1) Bidder shall be required to submit the final prices, quoted during the e-Auction after the completion of Auction, duly signed and stamped as token of acceptance without any new conditions other than those already agreed to before start of auction.

   During e-Auction, if no bid is received within the specified time, MUNICIPAL CORPORATION, AMBALA at its discretion may decide to scrap the e-Auction.
9. The bid once submitted by bidder, cannot be cancelled or withdrawn and the bidder shall be bound to buy the advertisement rights on Unipole, Bus Queue Shelter & Public Toilet at the final bid price. The failure on part of bidder to comply with any of the terms and conditions of the e-auction notice and Auction Document, will result in forfeiture of their EMD amount.

10. The bidders will be able to view the following on their screen along with the necessary fields in the E Auction:
   a. Leading Bid in the Auction (current H1 – Highest Rate)
   b. Ceiling price/ Reserve Price
   c. Minimum Increment Value.
   d. Time Left/ Auction Extension
   e. Items put to auction (Description of work/ Auction Sub item)

11. The decision of the Commissioner, MCA regarding declaration of successful bidder shall be final and binding on all the Bidders.

12. The Commissioner, MCA shall be at liberty to cancel the e-Auction process at any time, before declaring the successful bidder, without assigning any reason.

13. The MUNICIPAL CORPORATION, AMBALA / IDFC FIRST Bank shall not have any liability towards bidders for any interruption or delay in access to the site irrespective of any cause.

14. The bidders are required to submit acceptance of the terms & conditions and modality of e-Auction given above before participating in the e-Auction.

15. **Duration of Auction:** The auction shall be conducted on day & time as specified in the auction notice as mentioned above. The bidders are cautioned not to wait till the last minute or last few seconds to enter their bid to avoid complications related to internet connectivity, network problems, system crash down, power failure, etc.

16. **Successful bidder:** At the end of the E-Auction, the accepting officer normally accept the highest bid, provided that it is above the reserve price and found to be competitive enough to reflect the market value. The decision of Commissioner, MCA Shall be final and binding on all the bidders and no objection shall be entertained in this regard.

17. **Auction Form Fee:** All bidders shall have to deposit the Auction Form along with fee sum of Rs. 6,000/- (non-refundable) before participation/ request of auction.

18. **Auction Processing Fee:** e-Auction processing fee of Rs. 2500 (excluding taxes) is non-refundable and payable by all participants through online module available at e-auction portal during request of auction.

19. **EMD (Earnest Money Deposit):** All participants have to deposit the prescribed EMD as per Annexure- II at first stage towards earnest money deposit to participate in the e-auction only through e-Payment gateway available at the Bidders login page during request for auction.

   i. After the bid is confirmed/ accepted by the competent authority, a communication shall be sent to the successful bidder (H1 bidder) to deposit the first quarter amount payable. The successful bidder will be required to submit 10% performance bank guarantee of allotted amount up to the period of contract/extended period, in advance before issuing of work order.

   ii. The EMD shall be payable on-line through E-Payment gateway on MUNICIPAL CORPORATION, AMBALA e-auction portal i.e. www.mcambala.gov.in. Detailed instructions to guide the bidder through the e-Payment steps are available on the said e-auction portal.

   iii. Only those bidders shall be allowed to participate in the bid process who has submitted their EMD amount within the schedule Request Closing date and time of e-Auction.

**Please Note:-**

I. EMD deposited other than MUNICIPAL CORPORATION, AMBALA CITY will not be considered for participation in this auction.

II. No interest will be payable on the EMD amount. EMD of the unsuccessful bidder would be returned through online refund module after completion of auction without any interest.
Instructions/Guidelines/ Terms & Conditions

I. The interested agencies will have to apply for registration along with a fee of Rs. 10000/- as prescribed under the Haryana Municipal Corporation byelaws 2018 through online portal of MCA i.e. www.mcambala.gov.in

II. The agencies applying for registration shall be intimated through e-mail about their approval or rejection as the case may be and one unique ID number shall be allotted by MCA only to the registered agencies/persons.

III. A list of the proposed sites for display of advertisement along with their GPS Coordinates is described at Schedule – I of this document. Agencies may inspect the sites at their own convenience and satisfaction before taking part in the e-auction. The details of sites is also available on the website of MCA i.e. www.mcambala.gov.in

IV. The eligible registered agencies with MCA shall have to further register for participating in e-auction after the online payment of e-service fee and EMD as prescribed by using their digital Signature on the link available on the website of MCA i.e. www.mcambala.gov.in

V. The E-Auction will be held on “AS IS WHERE IS” and “AS IS WHAT IS BASIS”.

VI. It shall be the responsibility of the prospective bidders to inspect and satisfy themselves about the Locations and sites of the advertisement and specification thereof, before participating in the e-auction.

VII. The location of sites available for advertisement has been mentioned in a list and is placed at Schedule- I in this document. These sites are correct to the best of the information available in this office. However this office shall not be responsible/liable for any error, misstatement or omission.

VIII. The inspection of sites or Locations which are being put on auction can be inspected by the interested bidders. Office of the Executive Engineer – II & III, MCA may be contacted for any assistance or clarification.

IX. The E-Auction will take place through web portal “www.mcambala.gov.in” on the time specified in the e- Auction notice.

X. The Earnest Money Deposit (EMD) and Auction Form Fee shall be deposited through online mode only. In case of nonpayment of EMD and auction form fee participation in the e-auction shall not be allowed.

XI. The Letter of Intimation (LOI) shall be issued to H-1 Bidder online, through the e-auction portal; after the approval of the bid by Competent Authority. The H-1 bidder shall acknowledge the receipt of LOI and give Letter of Acceptance (LOA) by signing the LOI letter and uploading it on the e-auction portal www.mcambala.gov.in

XII. Please note that after submission of the bid, no correspondence regarding any change in the bid shall be entertained.

XIII. The auction is by way of inter-se bidding amongst the participating bidders and the bidders shall increase the bid amount in the multiple of amount under column “Increment Value”. The inter-se bidding amongst the bidders shall commence online exactly on the date & time specified in the document above.

XIV. The EMD of unsuccessful bidders will be refunded to their respective A/c No. shared in e-Auction Portal www.mcambala.gov.in online. The bidders will not be entitled to claim any interest, costs, expenses and any other charges.

XV. Bidder’s Responsibility: The following due diligence /deliberation is the sole responsibility of the Bidder-

XVI. The bidder is expected to examine carefully the contents of all the documents provided. Failure to comply with the requirements of e-Auction document will be at the bidder’s own risk.

XVII. It would be deemed that prior to the submission of Proposal, the Bidder has made a complete and careful examination of requirements and other information set forth in this E-Auction document.

XVIII. Received all such relevant information as it has requested from MUNICIPAL CORPORATION, AMBALA.

XIX. MUNICIPAL CORPORATION, AMBALA shall not be liable for any mistake or error by the bidder in respect of any of the above.

XX. In case of any dispute arises as to the validity of the bid, amount of bid, EMD or as to the eligibility of the bidder, authority of the person representing the bidder and the interpretation, if any; the decision of the Commissioner, MCA shall be final. In such an eventuality, the Commissioner, MCA shall in its sole discretion be entitled to call off the auction and put the auction once again on any subsequent date and at such time as may be decided by the Commissioner, MCA.
GENERAL INSTRUCTIONS FOR E-AUCTION

1. General Terms & Conditions

(a) The contract period will be three years.

(b) The license fee to be paid to the MCA shall be enhanced @ 10% every year.

(c) The agency will quote offer for one year. 10% increase shall be made on every subsequent year.

(d) The Agency shall be allowed to display the advertisement on the area specified in the schedule – I, in case the advertisement found beyond the permissible area, shall be treated as the violation of the Byelaws and the terms of agreement.

(e) Site may be inspected by any Corporation Officer authorized by Commissioner, Municipal Corporation, Ambala at any time.

(f) The agency shall be responsible for maintenance, repair, painting and structural stability of Unipoles. The agency shall ensure that the sites remain free from all encroachment and take all necessary steps to remove encroachment if any. The agency shall also ensure that the sites are maintained during the contract period in conformity with good industry practices. The agency will ensure that no third party interest are created on the sites. The agency shall further insure that safety of public, life and property are not compromised or put to danger. The agency shall take all care as required at every time. The agency shall have full control over the sites and shall supervise or monitor as for as necessary. The agency shall insure that no encumbrances over all or any part of the site are created in favour of any third party. The agency shall further get the unipoles insured against the third party damage. The agency shall not use the sites for carrying out any illegal activites.

(g) The agency shall be responsible for having electricity connection if required by him and for the payment of the electricity bills subsequent thereof.

(h) All the terms and conditions imposed by the Municipal Corporation, Ambala will be mandatory to the agency. In case the awardees is found to be violating any provision contained in the Haryana municipal corporation act or the Haryana municipal advertisement bye laws 2018 or his performance found dissatisfactory then the contract may be terminated by issuing show cause notice of 15 days. In case the show cause notice remains unanswered after 15 days or the answer is found to be unsatisfactory; the Commissioner MCA shall be at liberty to take any decision.

(i) The contract shall not be transferable and in case the contract is transferred or sub-let, the contract so awarded shall be liable to be cancelled without any further notice.

(j) The bidders shall have to furnish an affidavit on Non-Judicial stamp paper of Rs. 100/- duly attested by Notary Public indicating that He/ She / They have not been debarred / Blacklisted by any MC or any other civic body, Government of India or State Govt.

(k) The Commissioner, Municipal Corporation Ambala reserves the right to accept or reject any or all the bids without assigning any reason.

(l) In addition to the bid amount. The GST or any other taxes/cess as applicable from time to time shall also have to be paid by the successful agency.

(m) Taxes and other Govt. Levies shall have to be paid by the successful awardee in addition to the bid amount.

(n) The OMD’s will be maintained by the agency and annual painting with standard and quality materials as specified by the Municipal Corporation, Ambala; and accordingly maintenance will also be done by the agency with the same material.
The payment of Contract amount: - The first installment of the Contract amount shall have to be paid by the successful bidder within 10 days of the date of acceptance of the highest bid (H1). In case of nonpayment of the amount within 10 days of the closing / acceptance of bid the bid shall be cancelled and the EMD shall stand forfeited. After the payment of first installment the LOI shall be issued to the agency. The agency shall have to execute an agreement with MCA for the contract. The work order will be issued after inking of the agreement. The agency before the start of work shall have to submit eleven post-dated cheques each towards quarterly installment of license fee calculated on the basis of contract amount for the first year. The agency shall have to deposit the quarterly installment of the allotted work in advance before the commencement of the quarter. The earnest money deposited by the contractor shall be adjusted towards the 1st quarterly installment payable. Further in any case the contract is extended for another one year beyond the contractual period the agency shall have to deposit four post-dated cheques towards quarterly installments with an increase of 10% to the prevailing amount of installment at the end of the contract period.

At the sole discretion of the Commissioner, MCA the period of contract can be extended for one year after the expire of three year contract period if the same is so warranted in the mutual benefit of MCA and the agency. In case, the contract is extended for another one year, their shall be an increase @ 10% on the prevailing fee amount and the agency shall have to deposit immediately four post-dated cheques each towards quarterly installment calculated on the basic of bid + increase of 10% for the extended one year.

No refund of bid amount paid shall be made by the Corporation, if the agency seeks withdrawal of the bid. In addition to the bid amount, the agency shall deposit Performance guarantee of an amount equivalent to 10% of the allotted bid amount payable to the Corporation in advance, valid for period of contract period/extended period within 7 days from issue of letter of intent. Thereafter, letter of award of work will be issued.

After the expiry of contract; all the Unipoles shall stand transferred to the Municipal Corporation, Ambala & the agency shall have no right on Unipoles after the expiry of contract period.

The incubation period for the erection of unipoles will be 45 days.

Hoardings / advertisements / banners for publicity of achievements, social welfare schemes / messages and various other development policies put up by Government departments / boards / Corporations shall be excluded from the purview of the contract. In addition to this, the licensee shall have to reserve 15% of the total advertising space for the said Government advertisements / publicity. No fees / revenue shall be payable to the licensee for these Government advertisements.

It shall be imperative on the licensee to honor, in letter and spirit, all the existing judgments of the Hon’ble Supreme Court of India & Hon’ble High Courts especially in the case of Bhupinder Singh versus Ram Niwas (COCP 2695 of 2012 at Punjab and Haryana High Court) and others on the subject and especially in the case of Nimit Kumar V/s Union of India, M.C. Mehta case.

In the case of any dispute or non-availability of proposed site, the period of advertisement will not be extended against compensation; however it will be compensated on the basis of priority of the OMD like low, medium or high based upon bidded sqm rate of that time. The cost will be adjusted with factor 1, 0.75 and 0.5 for high, medium n low priority locations as given in the tender document.

2. QUALIFICATION OF THE AGENCY

a) The bidders shall have a valid registration certificate from MCA.

b) The agency (company or individual director) should have not been blacklisted/ debarred from any Municipal Corporation of the State or by any other Municipal Corporation of India or by any Department/Board/Corporation of Govt. of India or of any State Govt. or any PSU”. In case it is observed otherwise bidder shall be debarred form taking part in the e-auction and no objection shall be entertained. The agency should declare that no court case is being filed by any MC of Haryana state against them and no court case pending with MC Ambala City.

c) The agency is required to submit an undertaking that it will give full compliance to all Technical Parameters of HARYANA MUNICIPAL CORPORATION ADVERTISEMENT BYELAWS, 2018 NOTIFIED ON
21.3.2018 and directions of Hon’ble Courts issued from time to time as well as byelaws, being framed in future.

d) There shall not be any pending dues payable to Municipal Corporation on account of advertisement fee by the bidding company including its Director(s)/Partner(s)/Proprietor(s) even if any director(s)/partner(s)/Proprietor(s) of the bidding company have been involved in any other company in the past or at present against whom dues to be paid to Municipal Corporation are pending. An affidavit thereof shall be submitted by the bidding company in this regard which shall be considered as a part of eligibility criteria. The financial bid of defaulter advertising bidder or Director(s)/Partner(s)/Proprietor(s), in case dues pending to be paid to Municipal Corporation shall be rejected.

3. CONTROL OF THE PHYSICAL CHARACTERISTICS OF ADVERTISING DEVICES

(a) Advertising devices shall not use shapes that could potentially result in an advertising device being mistaken for an official traffic sign. The code of practice for road signs IRC: 67-2001 by Indian roads congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations.

(b) Advertising agencies shall not contain flashing light red, blue or amber point light sources which, when viewed from the road, could give the appearance of an emergency service or other special purpose vehicle warning lights.

(c) All lighting associated with the advertising device shall be directed solely on the advertising device and its immediate surrounds.

(d) External illumination sources shall be shielded to ensure that external “spot light” sources are not directed at approaching motorists.

(e) Illumination of advertising device is to be concealed or be integral part of it.

(f) Upward pointing light of the device shall not be allowed, any external lighting is to be downward pointing and focused directly on the sign to prevent or minimize the escape of light beyond sign.

(g) Any light source shall be shielded so that glare does not extend beyond the advertising device.

(h) The average maintained luminance shall be reduced to 0.5 candelas or all together advertisement lights shall shut after 2300 hours (11pm) and sunrise by automatic timing devices. The normal lights to make passenger area and BQS visible shall remain operational throughout the night hours.

(i) Non static illuminated advertising devices (flashing lights) are not permitted within the boundaries of municipal road.

(j) Moving, rotating or variable message Advertising Devices are not permitted within the boundaries of roads controlled by municipalities as these cause a statistically significant distractive influence on motorist's response times to external stimuli.

(k) This permission criterion is not intended to apply to variable message displays used by road authorities for traffic management or for displaying other corporate information. Variable message displays located at bus stops or similar places where messages are directed at, and intended for, pedestrians (not motorists) are excluded.

4. GENERAL REQUIREMENT FOR OMD/ADVERTING DEVICES

(i) On approval, the OMD/advertising devices shall not be altered, removed, re-erected or upgraded (except in respect of the content of the advertisement), without prior written approval of the Corporation.

(ii) Every power cable and conduit containing an electrical conductor for the operation of OMD/advertising devices shall be so positioned and attached so that it is aesthetic.

(iii) No OMD/advertising devices shall be connected to any electricity supply with sub-meter without the prior written permission of the licensed electricity distribution company concerned in the name of the agency and such permission shall, on request by an authorized official of the licensed electricity distribution company, be presented to them by the agency of the OMD/advertising devices concerned.
(iv) The electrical connections and components in all the OMD/advertising devices shall be in accordance with relevant Bureau of Indian Standards (BIS), Indian Electricity Rules and designed to ensure there is no risk to personal or public safety or to movement of motorized or non-motorized traffic.

(v) Generators which are running on petroleum fuels or any bio-fuel or causing noise, air or water pollution, shall not be allowed for providing power for illumination of any OMD/advertising devices. However, the agency may illuminate OMD/advertising devices under its jurisdiction by installing solar photovoltaic panels.

(vi) The agency of the OMD/advertising devices shall ensure that disposal of any type of material including media for display is disposed off in terms of the Environment (Protection) Act, 1986 (Central Act 29 of 1986) or rules made there under, the byelaws of the Municipal Corporation and any other applicable laws/rules/bye-laws.

(vii) All OMD with their Geographical Positioning System (GPS) coordinates shall be marked on the GIS map and shall be available on the website of Corporation for the information of the public.

5. **PROHIBITED AREA**

In addition to any other prohibition, expressed or implied, in The Haryana Municipal Corporation Advertisement Bye-Laws, 2018, agency shall not erect, maintain or display any OMD or advertisements on/within:

1. National parks, district forests and natural water bodies;
2. Residential sector, subject to fulfillment of conditions of The Haryana Municipal Corporation Advertisement Bye-Laws, 2018;
3. National Highways or State Highways, subject to fulfillment of Conditions of The Haryana Municipal Corporation Advertisement Bye-Laws, 2018;
4. Any wall posters and wall paintings;
5. Building or structures of archaeological, architectural, aesthetical, historical or heritage importance;
6. Places of worship or religious significance;
7. Hospitals and nursing homes; educational institutions, libraries;
8. Cremation grounds, graveyards;
9. Areas classified as endangered regional ecosystems;
10. “No advertisement area” notified by the Corporation from time to time; and traffic signals and road signages.

6. **GENERAL CRITERIA’S TO BE CONSIDERED FOR UNIPOLES TYPOLOGY B1**

   (i) **Lateral Criteria**

<table>
<thead>
<tr>
<th>Sr.no.</th>
<th>Width of ROW (in metres)</th>
<th>Minimum Lateral distance measured from the edge of ROW (in metres)</th>
<th>Curve Factor (In case there is curve on road)</th>
<th>Minimum Lateral Straight Clear Distance from the ROW of road to OMD (in case there is curve on road) (in metres)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Above 100</td>
<td>15</td>
<td>1.5</td>
<td>22.5</td>
</tr>
<tr>
<td>2</td>
<td>Above 60 to 100</td>
<td>10</td>
<td>1.2</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>Above 30 to 60</td>
<td>7</td>
<td>1.2</td>
<td>8.5</td>
</tr>
<tr>
<td>4</td>
<td>Less than 30</td>
<td>3</td>
<td>1.0</td>
<td>3</td>
</tr>
</tbody>
</table>

(a) The lateral distance criteria are applicable to all type of OMDs, except OMDs defined under Typology “A” of Haryana Outdoor Advertisement Byelaws 2018.
(b) In no case, the OMD shall be allowed to install within the Right of Way (ROW)

(c) In case the ROW of the municipal road is less than 20 meters, OMD shall be installed at the edge of ROW parallel to the carriageway and its size is restricted to 4.6 x 3.05 meters.

(ii) Longitudinal Criteria

<table>
<thead>
<tr>
<th>Site Selection Criteria for Longitudinal Placement of OMDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Longitudinal Straight Clear Distance between two OMDs along the road for notified speed upto 50 Km/ Hr</td>
</tr>
<tr>
<td>Minimum Longitudinal Straight Clear Distance between two OMDs along the road for notified speed upto 50 Km/ Hr</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
</tbody>
</table>

The above distance has been calculated considering, distance covered by vehicle at given speed within three seconds distraction time (distraction caused by advertisement), one second reaction time to apply brakes, braking distance of vehicle at given speed and additional safety factor. The longitudinal distance criteria shall be applicable to OMDs along any road or OMDs on public land.

7. GENERAL PERMISSION CRITERIA - OUTDOOR MEDIA DEVICES

a) OMDs are not permitted within 75metres of any road junction, traffic intersection or another road crossing. The distance will be measured from the edge of traffic inter-section not road junction or road crossing.

b) OMDs shall not block any traffic signage or traffic signal or any other structure erected for the regulation of traffic.

c) OMDs are not permitted on a roundabout of diameter less than 100metres measured from the outer width of the round-about (including the carriageway).

d) OMDs on roundabout of diameter 100metres and above measured from the outer width of the round-about (including the carriageway) are permitted at clear distance of 15 meters from the edge of carriageway.

e) Where lateral placement requirements and driver distraction requirements are provided for by a particular restriction distance, the greater value shall be used.

f) When two (2) OMDs, located together, are different in their general form, the driver distraction potential shall be determined considering both devices, simultaneously.
g) If an OMD is visible from more than one road or type of road (such as a motorway or motorway standard road and a ramp or other road) the restrictions shall be applied to each road or type of road the OMD is visible.

h) On vacant OMDs, mobile numbers covering the whole space shall not be permitted. Mobile numbers shall be provided in 1/10th of total space of OMD.

i) Agency shall ensure that aforesaid sizes are used increasingly to bring more aesthetics in the City. The Registered Entities shall use the aforesaid standard dimensions.

8. PHYSICAL CHARACTERISTICS OF OMD/ADVERTISING DEVICES

The application of control on physical characteristics is intended to minimize the level of driver distraction. Control of the physical characteristics of Outdoor Advertising Devices shall relate to the:

(i) Size and shape
(ii) Colour
(iii) Illumination and Luminance
(iv) Movement and Rotation
(v) Advertising Device Content

(i) Size and shape

a) OMD/advertising devices shall not use shapes that could potentially result in an OMD being mistaken for the effectiveness of official traffic signs.

b) The Code of Practice for Road Signs IRC: 67-2001, by Indian Roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations.

(ii) Colour

c) OMD/advertising devices shall not use colour combinations that could potentially result in being mistaken for an official traffic sign.

d) The Code of Practice for Road Signs IRC: 67-2001, by Indian Roads Congress prescribes the basic design parameters of official traffic signs and includes standard legend/background colour combinations.

(iii) Illumination and Luminance

a) OMD/advertising devices shall not contain flashing red, blue or amber point light sources which, when viewed from the road, could give the appearance of an emergency service or other special purpose vehicle warning light’s,

b) All lighting associated with the OMD/advertising devices shall be directed solely on the OMD and its immediate surrounds.

c) External illumination sources shall be shielded to ensure that external 'spot' light sources are not directed at approaching motorists.

d) Illumination of OMD/advertising devices is to be concealed or be integral part of it.

e) Up-lighting/upward pointing of the device shall not be allowed, any external lighting is to be downward pointing and focused directly on the OMD/advertising devices to prevent or minimize the escape of light beyond OMD.

f) Any light source shall be shielded so that glare does not extend beyond the OMD/advertising devices.

g) Non-static illuminated OMDs (flashing lights) are not permitted.
h) The average maintained luminance shall be reduced to 0.5 candelas or all together shut, after 2300 hours (11 P.M) and sunrise by automatic timing devices or as specified by Municipal Corporation from time to time. Lights for Passenger areas shall remain operational throughout the night.

i) OMDs containing retro-reflective material shall be rotated approximately five degrees away from the normal line of vehicle headlight beams in order to minimize specular reflection.

(iv) Movement and Rotation

a) Moving displays cause a statistically significant distractive influence on motorist’s response times to external stimuli. Moving, rotating or variable message OMDs are permitted only in marketplace, parking spaces and other public spaces, where there is only pedestrian movement. In no case such advertisements shall be permitted towards vehicular traffic. (Except advertisements affixed on public transport vehicles i.e. State Government Buses).

b) OMDs on personal vehicles and any motor vehicle i.e. trailer advertising shall not be permitted.

c) This permission criterion is not intended to apply to variable message displays used by road authorities for traffic management/ information. Variable message displays located at bus stops or similar places where messages are directed at, and intended for, pedestrians (not motorists) are excluded.

(v) Advertising Device Content

The Municipal Corporation will generally rely upon self-regulatory controls within the Advertising industry to enforce minimum Advertising standards. Notwithstanding this approach, the Municipal Corporation may take action to modify or remove any advertisement on the OMD that contravene the Advertising Industry's Code of Ethics, (refer List of Negative Advertisements provided in Section 10 or that otherwise causes a traffic hazard.

(VI) LEGIBILITY

a) (a). For all categories of OMDs (other than OMDs which are directed at pedestrians), text elements on an OMD face should be easily discernible to traveling motorists. This will minimize driver distraction. Additionally, a sign shall be quickly and easily interpreted so as to convey the required advertising message to the viewer and reduce the period of distraction.

b) The content or graphic layout exhibited on OMD panel shall avoid hard-to-read and overlay intricate typefaces and have letters styles that are appropriate. Under no circumstances should device contain information in text sizes, which would necessitate the driver or passenger in a moving vehicle to stop, read and/or note down, which is detrimental to the smooth flow of traffic and distracting for the driver.

c) All OMDs shall be so designed as to maintain a proportion where, as a general rule, letters should not appear to occupy more than 20% of the OMD area, unless otherwise permitted by the Municipal Corporation.

9. INSTALLATION, OPERATIONS AND MAINTENANCE DEVELOPMENT CRITERIA

The following criteria shall also apply:

a) Safe access shall be available to the OMD/advertising devices for erection, maintenance and alteration activities.

b) The OMD/advertising devices and surrounding areas shall be kept in a clean and tidy condition.

c) Unauthorized clearing, trimming, slashing and burning off or otherwise removal or destruction of vegetation is not permitted.

d) Apart from accommodating vehicular and pedestrian traffic, road reserves are corridors for utility services such as power, telecommunications, gas, storm water, water supply and sewerage. The location of these services is known by other agencies with their own legislative right to install these services within the road reserve.

e) Municipal Corporation does not know the accurate location of all underground services. The Agency is responsible to co-ordinate, inform and communicate to relevant authorities before any excavation or
fabrication on site work is to be undertaken. Any liability, delay or accident that happens, is complete responsibility of the owner and in no way Municipal Corporation would be liable to help, support, negotiate or waive off any of the conditions set in the agreement or these bye-laws.

f) OMD/advertising devices agency are solely responsible for ensuring that during erection, maintenance, alteration and operation of an OMD, the device does not conflict with services or other things within the road reserve.

g) Municipal Corporation may ask the agency to either replace or altogether remove any OMD to facilitate the work undertaken by utility services such as power, telecommunications, gas, storm water, water supply and sewerage, or for road widening.

10. STRUCTURE

a) OMD/advertising devices structures devices shall be certified by a Structural Engineer practicing in the field of structural engineering. This requirement is not applicable to specific instances where the OMD/advertising devices is in the form of Advertisement pasted directly to the surface of a structure e.g. pasted sticker on a vehicle, wall wrap.

b) This certification confers compliance of the design with relevant Indian Structural Design Standards, Codes of practice and conditions of this guide. The foundations shall be designed and checked for extreme wind conditions, earthquakes, soil bearing capacity etc.

c) The supporting structure shall have a non-reflective finish to prevent glare.

d) The OMD/advertising devices structure shall be well maintained. It shall be painted in colours that are consistent with, and enhance, the surrounding area.

e) Official road furniture such as official signs and delineator guide posts shall not be used as the supporting structure of an OMD/advertising device.

f) The name of the OMD/advertising devices permission holder, Number of permission/ media device identification number etc. shall be placed in a conspicuous position on the OMD/advertising devices.

11. ELECTRIC CONNECTION

a) Electrical connections to OMDs shall meet relevant Indian Standards.

b) Electrical connections to OMDs shall be designed to ensure there is no safety or traffic risk.

b) Electrical connections to OMDs shall be designed to be safe in the event of accidental knock down.

d) The registered agency is the power consumer and shall make application for power connection to obtain electricity connection from the respective electricity distribution company for illuminated display in his own name, for which Municipal Corporation/ concerned land owning agency would provide necessary no objection certificate on the owner’s request.

e) Any charges for power connection and supply shall be incurred directly by the registered agency. A copy of the electricity supplier’s letter of acceptance/ billing arrangement shall be submitted to Municipal Corporation.

f) The electrical installation work shall be performed by a licensed electrical worker in accordance with the relevant Electricity Regulation and, the Wiring Rules and the relevant electricity supplier’s requirements.

g) Adequate insulation and protection equipment and procedures shall be in place to protect maintenance and service personnel working on either the OMD or the road lighting circuit. For earthing, a separate earth electrode shall be used, and active and neutral conductors shall be used only for supply from the supply point.

h) A sketch plan shall be submitted to Government Authority showing the location from where the electricity is being drawn along with position of various other ancillary requirements, duly signed by a qualified electrical engineer practicing in same field.
i) A copy of the electrical contractor’s test certificate shall be provided to Municipal Corporation. The switching device shall be of a type approved by the electricity supplier. Electrical components shall accord with relevant Indian Standards.

j) No generator running on diesel/ petrol/ kerosene or any bio fuel, causing noise, air or water pollution would be allowed for providing power for illumination of any OMD.

k) OMDs involving communication through sound, smell, etc. are not permitted.

12. OTHER CONDITIONS

a) The agency shall carry out at least once in three months an inspection of the advertising devices with a view to satisfy himself that it has been properly maintained. In case of any necessary required maintenance/repair resultant upon such inspection shall carry out necessary repairs/maintenance forthwith. Agency shall keep a written record of such inspections made, maintenance carried out and shall retain the record of it and make the same available for perusal on demand by an authorized officer of the Corporation. The agency shall submit the same to MCA without delay and in case the agency fails to submit such report before the expiry of the quarter shall be liable to the infliction of a penalty as described in penalty clause.

b) The agency shall ensure that a metallic plate (minimum size of one feet by one feet) with the embossed logo of Corporation providing details of approval of Corporation and details of the OMD/advertising device, as required by Corporation, are displayed and maintained in good condition at all times. Failure to do so shall result in the levy of a non-compliance charge, as the Corporation may specify.

c) If in the opinion of Corporation, any OMD/advertising device is in a dangerous or unsafe or is likely fall into a state of disrepair or is in conflict with any requirement of these bye-laws, the Corporation shall serve a notice on the agency to remove/ maintain the OMD/advertising device, within the specified period and agency shall be required to comply thereof or take suitable action.

d) The cost incurred for the removal and storage of an OMD, and any other costs incurred by the Corporation, shall be recovered from the agency.

e) The agency shall provide and keep in full force and effect in the joint names of the agency, a public liability insurance policy for their respective rights, interests and liabilities to the third parties in respect of accidental death, bodily injury to persons or accidental damage to the property. The agency shall produce evidence of the insurance public liability insurance policy to the Municipal Corporation.

f) The agency shall be required to indemnify the Corporation against all actions, proceedings, claims, demands, costs, losses, damages and expenses which may be brought against, or made upon the Corporation which arise as a result of the installation or existence of OMDs. The agency shall always be responsible for any injury or damage caused or suffered by any person or property arising out of or relating to the display of advertisement and the consequential claim shall be borne by the agency who shall also indemnify and safeguard the Corporation, its employees or any entity employed/appointed by Corporation.
13. REGISTRATION OF THE AGENCY

a) The Agency intending to display an outdoor media devices /advertising devices within the Municipal area shall register with the Corporation by following the criteria given in the Haryana Municipal Corporation Advertisement Bye-Laws, 2018 which are as follows :-

The agency intending to get itself registered shall submit all required documents online with the MCA.

The following information/documents are necessary for registration to be uploaded online:-

(i) name of agency with registration details in Companies Act, 2013 (Central Act 18 of 2013), or Limited Liability Partnership Act, 2008 (Central Act 6 of 2009);
(ii) Memorandum of Association and Articles of Association of company;
(iii) experience, details of agency in advertisement business for last three years or for such period of time that the agency has been in the advertisement business, whichever is earlier;
(iv) name of Directors along with Director Identification Number(DIN)of agency;
(v) details of work experience of each Director of agency;
(vi) details of any Director who was in arrears of payment of any dues in any municipality while earlier being Director in any other agency;
(vii) balance sheet of last three years or for such period of time that the agency has been in the advertisement business, whichever is earlier;
(viii) authorization letter by the Board of Directors (by passing resolution), for authorized signatory of agency;
(ix) details of advertisement rights/permission secured in last five years, or for such period of time that the agency has been in the advertisement business, whichever is earlier, in any municipality;
(x) an undertaking that the agency, its directors, owners or promoters are not in arrears of payment of any dues in any municipality;
(xi) The registration obtained by the agency shall be valid for a period of six years from the date of registration for such agency.

b) The registration of the agency shall be refused in the following circumstances:-

(i) The agency, any of its directors, owners or promoters has been debarred from the display of advertisement by any Corporation or Government or any agency owned and controlled by the Government;
(ii) The agency, its directors, owners or promoters are in arrears of payment of any dues to the Corporation;
(iii) The Director of the agency or the Director of any company has been debarred from the display of advertisement by any Corporation or Government or any agency owned and controlled by the Government;
(iv) The authorized signatory of the agency has earlier been the authorized signatory of any company in arrears of payment of any dues to the Corporation.

c) The agency shall deposit such registration fee, as the Government or the Corporation may, by general order, specify from time to time.

d) Only those agencies will be allowed to participate in the e-auction who will fulfill all criteria as mentioned in this document as well as in the provision contained in the Haryana Municipal Corporation Act, 1994 and Haryana Municipal Corporation Advertisement bylaws 2018 as found after scrutiny by MCA.

e) The agency shall be solely responsible for their any act of omission or commission or for not fulfilling any criteria.

f) The registration of the agencies shall be made only through online process available on the MCA website i.e. www.mcambala.gov.in the document necessary for registration shall have to be submitted online only. These can be uploaded on the website i.e. www.mcambala.gov.in

g) Last date for self-registration with MCA is i.e. 24-08-2020 up to 2:00 PM.

14. OUTDOOR HOARDING AND THEIR CONTENT CRITERIA
Municipal Corporation may take action to modify or remove any advertising device/display that contravene the advertising industry’s code of ethics or that otherwise causes traffic hazard. In addition to any other prohibition, expressed or implied in the advertisement bye-law 2018 the agency shall not display negative advertisement including the following

a) Nudity.
b) Racial advertisements or advertisements propagating caste, community or ethnic differences.
c) Advertisement promoting drugs, alcohol, cigarette or tobacco items.
d) Advertisements propagating exploitation of women or child.
e) Advertisement having sexual overtone.
f) Advertisement depicting cruelty to animals.
g) Advertisement depicting any nation or institution in poor light.
h) Advertisement casting aspersion of any brand or person.
i) Advertisement banned by the advertisement council of India or by law.
j) Advertisement glorifying violence.
k) Destructive devices and explosives depicting items.
l) Promoting Lottery tickets, sweepstakes entries and slot machines related advertisements any psychedelic, laser or moving displays.
m) Advertisement of weapons and related item (such as firearms, firearm parts and magazines, ammunition etc.) covered under the Arms act 1959.

n) Advertisements which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing.

o) Advertisements which may be obscene or contain pornography or contain an “indecent representation of women” within the meaning of the indecent representation of women (Prohibition) Act 1986. Advertisements linked directly or indirectly to or include description of items. Goods or services that are prohibited under any applicable law for the time being in force, including but not limited to the drugs and cosmetics Act, 1940 the Drugs and Magic Remedies (Objectionable Advertisements) Act1954 the Indian penal code, 1860 or any other items considered inappropriate by the municipal Corporation.

p) In case any negative/prohibited display is deducted the agency shall be liable for criminal action

15. LEGAL ACTION

The unauthorized advertisement will be removed immediately, at the cost of the agency. Security money will be forfeited on violation of contract.
16. ARBITRATION

a) Any dispute, difference or controversy of whatever nature, howsoever arising between the agency and MCA shall be attempted to be resolved amicably. In case the dispute is not resolved will be settled by the binding arbitration under the arbitration conciliation act.

17. PUBLIC REDRESSAL

a) Any controversy or dispute arising out of fixing / display of any advertising device between the licensee/agency and a public person shall be referred to the sole arbitration of the Commissioner, MC, Ambala and whose decision shall be final.

b) Agency shall have to abide by all acts, rules and instructions passed by the Govt. and the Municipal Corporation, Ambala and as amended from time to time, including the Haryana Municipal Corporation Advertisement Bye-Laws, 2018.

18. CRITERIA FOR AWARD OF LICENSE

The license shall be awarded to the tenderer agency quoting the highest license fee. Decision of the corporation in this regard shall be final and binding upon all the tenderers.

19. TERMS AND CONDITIONS

a) The rates quoted by the agency shall be exclusive of all the existing taxes, duties, royalties, payment / any amount to be paid to MCA or any other statutory body. In addition to the bid allotted amount, GST, or any other taxes as applicable from time to time shall have to be paid to MC Ambala by the bidder.

b) It will be obligatory on the part of the agency to sign documents for all the components and parts; and after the work is awarded, he will have to enter into an agreement at his own cost for work awarded, on Rs. 100/- (Rupees One Hundred Only) non-judicial stamp paper at his own cost within ten days from date of receipt of letter of award or before the work is to be undertaken, as per proforma to be prescribed by the MCA.

c) The agency shall comply with all the provisions of Labour Laws & regulation in force including but not limited to the Contract Labour (Regulation & Abolition) Act, 1970, any subsequent amendment thereof and the rules made there under. Licensee will indemnify the NSIC for any loss and damages suffered due to violation of its provisions.

20. SPECIFICATIONS OF UNIPOLE

a) The OMD’s shall be structurally sound and maintained in good and properly secured condition. The Structural stability certificate of all Unipoles and existing Overhead Gantries shall be obtained by the Agency.

b) All the Unipoles shall become property of MCA in case of premature termination of agreement or after successfully completion of the work.

c) No generator running on diesel/petrol/kerosene or any bio fuel would be allowed for providing power for illumination but Solar panel shall be used for illumination of advertisements.

d) It shall be imperative on the licensee agency to honour, in letter and spirit, all the existing judgments of the Hon’ble Supreme Court of India & Hon’ble High Courts on the subject and especially in the case of CWP 7639 of 1995 Nimit Kumar V/s Union of India, M.C. Mehta case, COCP No. 2695 of 2012, Bhupinder Singh V/s Ram Niwas & others.

e) The Unipole OMD’s will be installed as per criteria laid down under the advertisement bye-law 2018.

f) While installing the structure or during the contract period, the advertiser/ licensee shall not cause any damage to any street furniture/pavement of the street, in any manner whatsoever, and shall strictly
g) The licensee shall be responsible for any injury or damage caused to or suffered by any person or property arising out of or relating to the Unipole and the consequential claim or claims shall be borne by the licensee who will also indemnify and safeguard the MCP in respect of any such claim or claims.

21. ASSIGN ABILITY and ENCUMBRANCES

   a) Except for the sub-licensing the use of the built space, facility as per the terms of this Agreement, the successful bidder (Licensee) shall not assign any of its rights, or interest in this License Agreement in favour of any company/person(s) at any time and for any reasons whatsoever.

   b) Under no circumstance, the sites shall be mortgaged, charged or otherwise any lien (including negative lien), charge or encumbrance be created or agreed to be created in favour of any person, including Lenders I Financial Institution(s) / Banks etc.

22. STATUTORY CLEARANCES

   a) The licensee shall comply with and abide by the judgments passed from time to time by the Hon’ble Supreme Court of India or the Hon’ble Punjab & Haryana High Court having hearing upon the subject of display of advertisement. Instructions issued by MCP for complying with such judgments have to be followed by the Licensee. If any location conflicts with any judgments or any provision of any law the licensee may seek an alternative location from MCP. In case of any dispute regarding charging of license fee for the affected period the decision taken by the Commissioner, Municipal Corporation, shall be final and binding on the Licensee. No claims or compensation or damages whatsoever will be entertained by MCP on this account.

   b) The licensee will be fully responsible for the aesthetic maintenance of all the Unipoles, installed by him. All Unipoles to be put up shall have to comply with standard safety norms. No claims or compensation or damages whatsoever will be entertained by MCA on this account.

   c) The licensee will adhere to all provisions of the Haryana Municipal Corporation Act 1994 and amendments thereto, HARYANA MUNICIPAL CORPORATION ADVERTISEMENT BYELAWS, 2018. and also comply with all notices and circulars issued from the office of MCA which also includes order of Hon’ble courts from time to time as well as byelaws if framed in future.

23. PAYMENTS TO MUNICIPAL CORPORATION AMBALA

   a) Licensee shall have to pay first installment of the license fee plus GST after issue of the LOI along with 10% amount of the allotted bid amount as performance guarantee including 11 postdated cheques each towards the quarterly installment of the licensing fee with GST as applicable.

   b) Any delay in payments in the preceding clauses shall entail payment of interest @15% per annum on the amount outstanding, for the days of default. Delays beyond 30 days of the due dates for recuring payment milestones will be treated as Licensee’s Events of Default. In such an eventuality MCA retains the right to forfeit Performance Security and claim damages from the licensee and even terminate the agreement as mentioned in the Performance Security clause of the Draft License Agreement.

24. EXECUTION OF LICENSE AGREEMENT

   a) The successful bidder is required to sign the License Agreement within 15 days of conveying their unconditional acceptance of the LOA to MCA in writing. But prior to signing of the Agreement, the Bidder must satisfy the following conditions, MCA shall not execute the License Agreement until these conditions have been satisfied.

   b) The Bidder has submitted the requisite Performance Security to MCA.
c) The Bidder has submitted certified true copies of all resolutions adopted by its/their Board of Directors authorizing it/them for execution, delivery and performance of this Agreement to MCA before the signing of this License Agreement.

d) Failure to meet these conditions will result in a breach and MCA shall be entitled to cancel the award without being liable in any manner whatsoever to the Bidder and to forfeit the EMD and any other amount deposited till that time as Damages.

e) The cost of stamp duty for execution of License Agreement, registration charges and any other related Legal Documentation charges and incidental charges will be borne by the successful bidder.

f) In case of failure to sign the License Agreement within the stipulated time, MCA shall retain the right to cancel the Award and forfeit the bidder’s EMD and any other amount deposited till that time without being liable in any manner whatsoever to the Bidder.

25. PENALTY

a) Licensee will be penalized @ Rs.10,000/- per offence by MCA in addition to any other criminal liability under any law of Govt. of India or Govt. of Haryana on the following offences:

b) Late payment of MCA dues including interest accrued due to late payment. The licensee must deposit license fees in advance by the due date. No excuse of non/late receipt of bill/invoice will be entertained as the payment has to be made in advance

c) Noncompliance of the instructions of MCA regarding advertisement. The even after 1 day from the date of issue of notice for such instructions/conditions.

d) Any staff of licensee found in drunken condition/indulging in bad conduct.

e) Any staff of the licensee found creating nuisance on duty

f) Sticking of stickers or hanging of banners or any other form of presentation other than allowed.

g) Improper maintenance defacement of the advertisement, hanging of wires etc.

h) Dishonour of drafts and Cheques given by Licensee in favour of Commissioner, MCA.

i) Misbehaviour with staff of MCA.

j) Not following safety and security norms as may be indicated by authorised representative of MCA.

k) Not following instructions issued by MCA from time to time and other violations of the contract agreement.

l) Using of additional area for displaying advertisements without prior approval of MCA.

26. DEDUCTION OF DUES

MCA reserves the right for deduction of MCA dues from Licensee’s security amount on the following grounds:

a) Any amount imposed as a fine by MCA for irregularities Committed by the Licensee.

b) Any amount which MCA becomes liable to the Government/Third party on behalf of any default of the Licensee or any of his/her/their servant/agent/employees or staff.

c) Any payment/fine made under the order/judgment of any court/consumer forum or law enforcing agency or any person working on his behalf.

d) Any other outstanding amount.

e) Once the amount under this clause is debited, the Licensee shall reimburse the security deposit to the extent the amount is debited within 15 days of such debit by MCA (Licensor) failing which it will be
treated as breach of agreement and may lead to termination of agreement with forfeiture of all amounts including interest free security deposit in favour of MCA

27. JOINT INSPECTION

Periodical joint inspections will be conducted by MCA with the Licensee and in case of any discrepancy or breaches of instructions issued by MCA, the MCA reserves the right to impose a fine of Rs.10,000/- (Rs. Ten thousands only) per irregularity.

28. REPEATED VIOLATIONS TO RESULT IN CANCELLATION

For repeated violation of instructions, breach of agreement, MCA has the right to cancel the agreement at the risk and cost of the Licensee, including forfeiture of interest free Security deposit.

29. SURRENDER/TERMINATION OF LICENSE:

The contract can be surrendered or terminated by giving 3 (three) months’ notice. In both the situations the performance security of the licensee will stand forfeited. The unused license fee for the rest of period will also not be refunded. Part surrender or termination of license will not be accepted. On surrender by licensee, all the advertisement media and structure will automatically become the property of MCA.

30. FORCE MAJEUR

Neither MCP nor the LICENSEE shall be liable for any inability to fulfill their commitments and obligations hereunder occasioned in whole or in part by Force Majeure, Any of the following events resulting in material adverse effects shall constitute a Force Majeure Event

a) Earthquake, flood, inundation, landslide;
b) Storm, tempest, hurricane, cyclone, lightning, thunder or other extreme atmospheric disturbances;
c) Fire caused by reasons not attributable to the Licensee;
d) Acts of terrorism; and

e) War, hostilities (whether war be declared or not), invasion, act of foreign enemy, rebellion, riots, weapon conflict or military action or civil war;
f) Strikes or boycotts, other than those involving the Licensee, its contractors or its employees, agents, etc.; and
g) Any other similar things beyond the control of the Party except Court Order/Judgment.

h) Such Force Majeure occurrence shall be notified to the other party within 15 days of such occurrence. If such Force Majeure continues for a period of three months, the other party may be entitled to, though not being obliged to terminate this agreement by giving a notice of one week to the other party. Such Force Majeure occurrence shall be notified to the other party within 15 days of such occurrence. If such Force Majeure continues for a period of three months, either party may be entitled to, though not being obliged to terminate this agreement by giving written notice to such effect
### Annexure-I

**DETAILS OF MEDIA SITES TO BE AUCTIONED**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>No. of Media Sites</th>
<th>Reserve Price per 36 months excluding GST (in Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>36 no. unipoles</td>
<td></td>
</tr>
<tr>
<td></td>
<td>15 no. Bus Queue Shelters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>18 no. Public Toilets</td>
<td><strong>4,62,25,260/-</strong></td>
</tr>
</tbody>
</table>

### Annexure-II

**EARNEST MONEY DEPOSIT (EMD)**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>No. of Media Sites</th>
<th>(EMD in Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>36 no. unipoles</td>
<td></td>
</tr>
<tr>
<td></td>
<td>15 no. Bus Queue Shelters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>18 no. Public Toilets (Total Sites 69)</td>
<td><strong>9,24,505/-</strong></td>
</tr>
</tbody>
</table>
1. **Outdoor Advertisement plan of Ambala City**

The entire M.C. Ambala area has been divided into three categories of advertisement having different potential like High Medium and Low depends upon their locations. The schematic boundary map of Advertisement locations of M.C. Ambala is shown below:
2. Summary of Outdoor Media Devices for Advertisements (B1 & A1)

The Summary of all types of OMD’s are given in Table 1 and Table 2. A total 2388.05 m² area of advertisement is available for Unipoles, Bus Q Shelters and Public Toilets in different areas of the City Ambala.

Table 1: Summary of All types of OMD for Outdoor Advertisement under Typology B1

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Typology of OMD</th>
<th>Numbers</th>
<th>Total Area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>In Sqft.</td>
</tr>
<tr>
<td>1</td>
<td>C1 Unipoles Single-Sided</td>
<td>4</td>
<td>800</td>
</tr>
<tr>
<td>2</td>
<td>C1 Unipoles Double Sided</td>
<td>32</td>
<td>12800</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>36</td>
<td>13,600</td>
</tr>
</tbody>
</table>

Table 2: Summary of All other Types of OMD’s Including BQS and Public Toilet under Typology A

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Typology of OMD</th>
<th>Numbers</th>
<th>Total Area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>In Sqft.</td>
</tr>
<tr>
<td>1</td>
<td>A1 Bus Q Shelters</td>
<td>15</td>
<td>2817.6</td>
</tr>
<tr>
<td>2</td>
<td>A4 Public Toilets</td>
<td>18</td>
<td>9263.1</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>33</td>
<td>12080.7</td>
</tr>
</tbody>
</table>
3. **Unique ID Criteria Adopted for Outdoor Advertisement Device as per Clause 9(4)(II) of the Haryana Municipal Corporation Advertisement Bye-laws, 2018**

The following Unique ID criteria to number each OMD have been adopted:

**Unique ID = U-D-II-XX**

<table>
<thead>
<tr>
<th>U, G, B, T</th>
<th>S or D</th>
<th>1,2,3</th>
</tr>
</thead>
<tbody>
<tr>
<td>U = Unipole</td>
<td>S for Single Side</td>
<td>Serial Number for Zone in Order</td>
</tr>
<tr>
<td>B = Bus Shelter</td>
<td>D for Double Side</td>
<td></td>
</tr>
<tr>
<td>T = Toilet Location</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For example, **UD10** means, Double Sided Unipole at Serial Number 10.

4. **GPS Location Criteria – Important Note**

GPS Locations with Latitude and Longitude are given in this report are for reference purposes, as suggested in the Haryana Municipal Corporation Advertisement Bye-laws, 2018. The location accuracy and least count of distance, while taking reading were based upon many parameters, like availability of satellites, the accuracy of the device, projection/global reference system, etc. These locations make no legal right to override the longitudinal and lateral placement criteria of OMD devices locations. No advertisements are proposed in the media. Latitude and Longitude and Locations on Map are just for depiction purposes, hence it is mandatory for an outdoor advertisement contractor to temporary mark locations on the ground, and get it verified after the award of contract, before start erecting the OMD structures. If any typing error found, shall be brought into the notice of the concerned authorities. Under no circumstances, the given latitude/longitude locations are deviating from minimum lateral and longitudinal distance criteria given in the bylaws.
5. Unipoles OMD Typology B1 – Public Land

Based upon the longitudinal, lateral and size criteria given in outdoor advertisement bylaws, the detailed site survey was conducted. Details of the approved locations for Unipole OMD under Outdoor Advertisement on Public Land are given in Table 3 in the next section of this report respectively.

General Criteria’s to Be Considered for Unipoles Typology B1- Public Land

As per Schedule 1 General Permission Criteria - Outdoor Media Devices – Clause (4)

Lateral and Longitudinal – Site Selection Criteria

(i) Lateral Criteria

<table>
<thead>
<tr>
<th>Sr. no.</th>
<th>Width of ROW (in metres)</th>
<th>Minimum Lateral distance measured from the edge of ROW (in metres)</th>
<th>Curve Factor (In case there is curve on road)</th>
<th>Minimum Lateral Straight Clear Distance from the ROW of road to OMD (in case there is curve on road) (in metres)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Above 100</td>
<td>15</td>
<td>1.5</td>
<td>22.5</td>
</tr>
<tr>
<td>2</td>
<td>Above 60 to 100</td>
<td>10</td>
<td>1.2</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>Above 30 to 60</td>
<td>7</td>
<td>1.2</td>
<td>8.5</td>
</tr>
<tr>
<td>4</td>
<td>Less than 30</td>
<td>3</td>
<td>1.0</td>
<td>3</td>
</tr>
</tbody>
</table>

(a) The lateral distance criteria are applicable to all type of OMDs, except OMDs defined under Typology “A” in Annexure-5.

(b) In no case, the OMD shall be allowed to install within the ROW.

(c) In case the ROW of the municipal road is less than 20 meters, OMD shall be installed at the edge of ROW parallel to the carriageway and its size is restricted to 4.6 x 3.05 meters.

![Figure 1 Depiction of Placement of Unipoles as per Byelaws](image-url)
(ii) **Longitudinal Criteria**

<table>
<thead>
<tr>
<th>Minimum Longitudinal Straight Clear Distance between two OMDs along the road for notified speed upto 50 Km/ Hr</th>
<th>Speed Factor (In case notified speed of road is higher than 50Km/ Hr)</th>
<th>Minimum Longitudinal Straight Clear Distance between two OMDs along the road (In case notified speed is higher than 50Km/ Hr)</th>
</tr>
</thead>
</table>
| 100 metres | i. 60 Km/ hr = 1.2  
  ii. 80 Km/ Hr = 1.5  
  iii. 100 Km/ Hr = 2.0 | i. 100 X 1.2 = 120 metres  
  ii. 100 X 1.5 = 150 metres  
  iii. 150 x 1.8 = 200 metres |

The above distance has been calculated considering, distance covered by vehicle at given speed within three seconds distraction time (distraction caused by advertisement), one second reaction time to apply brakes, braking distance of vehicle at given speed and additional safety factor.

Note: The longitudinal distance criteria shall be applicable to OMDs along any road or OMDs on public land, except OMDs defined in Typology “A” in Annexure-5.

(iii) OMDs are not permitted within 75 metres of any road junction, traffic intersection or another road crossing. The distance will be measured from the edge of traffic inter-section not road junction or road crossing.

(iv) OMDs shall not block any traffic signage or traffic signal or any other structure erected for the regulation of traffic.

(v) OMDs are not permitted on a roundabout of diameter less than 100 metres measured from the outer width of the round-about (including the carriageway).

(vi) OMDs on roundabout of diameter 100 metres and above measured from the outer width of the round-about (including the carriageway) are permitted at clear distance of 15 metres from the edge of carriageway.

(vii) Where lateral placement requirements and driver distraction requirements are provided for by a particular restriction distance, the greater value shall be used. (ix) The permissible distance between the edges of any Unipole OMD or Wall wrap OMD to any other Unipole OMD or Wall wrap OMD on private property shall be at least 50 meters of frontal façade.

(viii) When two (2) OMDs, located together, are different in their general form, the driver distraction potential shall be determined considering both devices, simultaneously.

(ix) The permissible distance between the edge of any Unipole OMD or Wall wrap OMD to any other Unipole OMD or Wall wrap OMD on private property shall be at least 50 meters of frontal façade.
Note: one OMD is permitted to install on each premises even if it frontal façade is less than 50 meters, but in case of more than one OMDs are to be installed at the single premise, then for every additional OMD frontal façade of at least 50 meters is required. The distance between each OMD within the same premises shall be 50 meters.

(x) If an OMD is visible from more than one road or type of road (such as a motorway or motorway standard road and a ramp or other road) the restrictions shall be applied to each road or type of road the OMD is visible.

10 (4) on vacant OMDs, mobile numbers covering the whole space shall not be permitted. Mobile numbers shall be provided in 1/10th of total space of OMD.
### Table 3: List of Unipoles Typology B1

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>UID</th>
<th>Priority</th>
<th>Road Name/ Location</th>
<th>Lateral Distance (m)</th>
<th>ROW (in Meters)</th>
<th>Size</th>
<th>Type</th>
<th>Latitude</th>
<th>Longitude</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UD1</td>
<td>High</td>
<td>Near Ambala institute of Hotel Management Village Kakru, NH-152</td>
<td>10m</td>
<td>Above 60m to 100m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°24'37.00&quot;N</td>
<td>76°47'3.80&quot;E</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>UD2</td>
<td>High</td>
<td>Near Ambala institute of Hotel Management, NH-152</td>
<td>10m</td>
<td>Above 60m to 100m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°24'30.00&quot;N</td>
<td>76°47'6.00&quot;E</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>UD3</td>
<td>High</td>
<td>Adjacent to Sulabh Sauchalya, NH-44 – Near Gurudwara Manji Sahib Chowk</td>
<td>10m</td>
<td>Above 60m to 100m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°23'33.90&quot;N</td>
<td>76°46'21.40&quot;E</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>UD4</td>
<td>High</td>
<td>Near water pumping station</td>
<td>10m</td>
<td>Above 60m to 100m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°23'44.40&quot;N</td>
<td>76°45'52.40&quot;E</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>UD5</td>
<td>High</td>
<td>Near Sabjimandi, NH-44</td>
<td>10m</td>
<td>Above 60m to 100m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°23'46.90&quot;N</td>
<td>76°45'35.30&quot;E</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>UD6</td>
<td>High</td>
<td>Near Second gate of Sabjimandi, NH-44</td>
<td>10m</td>
<td>Above 60m to 100m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°23'49.86&quot;N</td>
<td>76°45'25.41&quot;E</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>UD7</td>
<td>High</td>
<td>On the edge of Pinjokhra minor.</td>
<td>10m</td>
<td>Above 60m to 100m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°23'52.40&quot;N</td>
<td>76°45'18.50&quot;E</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>UD8</td>
<td>High</td>
<td>Near Gaggar river Baand, NH-44</td>
<td>10m</td>
<td>Above 60m to 100m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°24'2.20&quot;N</td>
<td>76°44'46.60&quot;E</td>
<td></td>
</tr>
<tr>
<td>Sr. No.</td>
<td>UID</td>
<td>Priority</td>
<td>Road Name/ Location</td>
<td>Lateral Distance (m)</td>
<td>ROW(^1) (in Meters)</td>
<td>Size</td>
<td>Type</td>
<td>Latitude</td>
<td>Longitude</td>
<td>Remarks</td>
</tr>
<tr>
<td>---------</td>
<td>------</td>
<td>----------</td>
<td>------------------------------------------------------------------------------------</td>
<td>---------------------</td>
<td>----------------------</td>
<td>----------------------------------------</td>
<td>----------</td>
<td>----------------</td>
<td>----------------</td>
<td>--------------------------------------</td>
</tr>
<tr>
<td>9</td>
<td>UD9</td>
<td>High</td>
<td>In front of Jaydee Foods, Ambala Narayangarh road</td>
<td>3</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°23'26.90&quot;N</td>
<td>76°47'31.70&quot;E</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>UD10</td>
<td>Lower</td>
<td>In front of Allahabad Bank (Parking Area), Jagadhri Chowk to Arya Chowk Road</td>
<td>3</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°22'56.91&quot;N</td>
<td>76°46'38.49&quot;E</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>UD11</td>
<td>Lower</td>
<td>Opposite of T.B. Hospital, Left Side of Chadha Palace, Jagadhri Chowk to Arya Chowk Road</td>
<td>3</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°22'55.11&quot;N</td>
<td>76°46'42.56&quot;E</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>US12</td>
<td>Lower</td>
<td>Opposite Leelawati Hospital, Near Boundary Wall, D.C. Residence Road</td>
<td>3</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Single</td>
<td>30°22'46.33&quot;N</td>
<td>76°46'58.87&quot;E</td>
<td>To Be Placed Parallel to the Road</td>
</tr>
<tr>
<td>13</td>
<td>US13</td>
<td>Medium</td>
<td>Parallel to wall of Civil Hospital, Delhi Road.</td>
<td>3</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Single</td>
<td>30°22'42.90&quot;N</td>
<td>76°46'44.50&quot;E</td>
<td>To Be Placed Parallel to the Road</td>
</tr>
<tr>
<td>14</td>
<td>UD14</td>
<td>Medium</td>
<td>Galaxy Mall centre of</td>
<td>3</td>
<td>Less than 6.1m x 3.05m (20 feet)</td>
<td>6.1m x 3.05m (20' feet)</td>
<td>Double</td>
<td>30°22'28.10&quot;N</td>
<td>76°46'56.70&quot;E</td>
<td></td>
</tr>
</tbody>
</table>

\(^1\) The details of ROW are estimated from site measurements or as given by the Municipal Corporation, Ambala
<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>UID</th>
<th>Priority</th>
<th>Road Name/ Location</th>
<th>Lateral Distance (m)</th>
<th>ROW' (in Meters)</th>
<th>Size</th>
<th>Type</th>
<th>Latitude</th>
<th>Longitude</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>UD15</td>
<td>Medium</td>
<td>parking, opposite fun cinema</td>
<td>3m</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°22'7.93”N</td>
<td>76°47'12.11”E</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>UD16</td>
<td>Medium</td>
<td>Near Chadha Properties</td>
<td>3m</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°22'4.29”N</td>
<td>76°47'14.50”E</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>UD17</td>
<td>Medium</td>
<td>Opposite to Phillips Showroom, Old Delhi Road</td>
<td>3m</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°22'0.90”N</td>
<td>76°47'17.24”E</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>UD18</td>
<td>Medium</td>
<td>Opposite Dena Bank, Old Delhi Road</td>
<td>3m</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°21'58.20”N</td>
<td>76°47'19.20”E</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>UD19</td>
<td>Medium</td>
<td>Vikas Vihar Market (Parking Area) Opposite Forest Complex - Old Delhi Road</td>
<td>3m</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°21'54.09”N</td>
<td>76°47'21.65”E</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>US20</td>
<td>Medium</td>
<td>Parallel to Wall of Panchayat Bhawan</td>
<td>3m</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Single</td>
<td>30°22'41.20”N</td>
<td>76°46'35.10”E</td>
<td>To Be Placed Parallel to the Road</td>
</tr>
<tr>
<td>21</td>
<td>UD21</td>
<td>Lower</td>
<td>Sewa Sadan, Opposite Mahavir Park – Post Office, Railway Road – Bus stand</td>
<td>3m</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°22'34.55”N</td>
<td>76°46'19.18”E</td>
<td></td>
</tr>
<tr>
<td>Sr. No.</td>
<td>UID</td>
<td>Priority</td>
<td>Road Name/ Location</td>
<td>Lateral Distance (m)</td>
<td>ROW(^1) (in Meters)</td>
<td>Size</td>
<td>Type</td>
<td>Latitude</td>
<td>Longitude</td>
<td>Remarks</td>
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<tr>
<td>--------</td>
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<td>---------------------------------------------</td>
</tr>
<tr>
<td>22</td>
<td>UD22</td>
<td>High</td>
<td>Wholesale Textile Market, Near Aggarsen Chowk – Market Parking Area</td>
<td>3m</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20’ feet x 10’ feet)</td>
<td>Double</td>
<td>30°22'38.10&quot;N</td>
<td>76°46'15.48&quot;E</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>UD23</td>
<td>Medium</td>
<td>Outside the Gate of Grain Market</td>
<td>7m</td>
<td>Above 30m to 60m</td>
<td>6.1m x 3.05m (20’ feet x 10’ feet)</td>
<td>Double</td>
<td>30°22'13.18&quot;N</td>
<td>76°46'10.85&quot;E</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>UD24</td>
<td>Medium</td>
<td>Adjacent to the wall of Grain market, Opposite HP Filling station.</td>
<td>7m</td>
<td>Above 30m to 60m</td>
<td>6.1m x 3.05m (20’ feet x 10’ feet)</td>
<td>Double</td>
<td>30°22'10.54&quot;N</td>
<td>76°46'8.60&quot;E</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>UD25</td>
<td>Medium</td>
<td>Manav Chowk Shopping Centre.</td>
<td>7m</td>
<td>Above 30m to 60m</td>
<td>6.1m x 3.05m (20’ feet x 10’ feet)</td>
<td>Double</td>
<td>30°22'4.34&quot;N</td>
<td>76°46'3.09&quot;E</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>US26</td>
<td>Medium</td>
<td>Opposite Attal Seva Kendar, Kaithal Ambala Road.</td>
<td>7m</td>
<td>Above 30m to 60m</td>
<td>6.1m x 3.05m (20’ feet x 10’ feet)</td>
<td>Single</td>
<td>30°21'48.60&quot;N</td>
<td>76°45'47.34&quot;E</td>
<td>To Be Placed Parallel to the Road</td>
</tr>
<tr>
<td>27</td>
<td>UD27</td>
<td>Medium</td>
<td>Opposite to Community centre, Kaithal Ambala Road.</td>
<td>7m</td>
<td>Above 30m to 60m</td>
<td>6.1m x 3.05m (20’ feet x 10’ feet)</td>
<td>Double</td>
<td>30°21'20.66&quot;N</td>
<td>76°45'28.74&quot;E</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>UD28</td>
<td>Medium</td>
<td>Adjacent to Community Centre Wall, Kaithal Ambala Road.</td>
<td>7m</td>
<td>Above 30m to 60m</td>
<td>6.1m x 3.05m (20’ feet x 10’ feet)</td>
<td>Double</td>
<td>30°21'16.30&quot;N</td>
<td>76°45'27.30&quot;E</td>
<td></td>
</tr>
<tr>
<td>Sr. No.</td>
<td>UID</td>
<td>Priority</td>
<td>Road Name/ Location</td>
<td>Lateral Distance (m)</td>
<td>ROW (in Meters)</td>
<td>Size</td>
<td>Type</td>
<td>Latitude</td>
<td>Longitude</td>
<td>Remarks</td>
</tr>
<tr>
<td>--------</td>
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<td>---------------------------------------------</td>
</tr>
<tr>
<td>29</td>
<td>UD29</td>
<td>Medium</td>
<td>Opposite to Community centre, Kaithal Ambala Road.</td>
<td>7m</td>
<td>Above 30m to 60m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°21'14.15&quot;N</td>
<td>76°45'24.52&quot;E</td>
<td>Opposite to Community centre, Kaithal Ambala Road.</td>
</tr>
<tr>
<td>30</td>
<td>UD30</td>
<td>Lower</td>
<td>Housing Board Market Parking Area.</td>
<td>3m</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°22'0.60&quot;N</td>
<td>76°46'5.78&quot;E</td>
<td>Housing Board Market Parking Area.</td>
</tr>
<tr>
<td>31</td>
<td>UD31</td>
<td>Lower</td>
<td>Sector-8 HUDA Market, Centre of Parking</td>
<td>3m</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°21'59.34&quot;N</td>
<td>76°46'30.12&quot;E</td>
<td>Sector-8 HUDA Market, Centre of Parking</td>
</tr>
<tr>
<td>32</td>
<td>UD32</td>
<td>Lower</td>
<td>In Front of Sector-8 Community Centre.</td>
<td>3m</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°21'46.10&quot;N</td>
<td>76°46'20.30&quot;E</td>
<td>In Front of Sector-8 Community Centre.</td>
</tr>
<tr>
<td>33</td>
<td>UD33</td>
<td>Lower</td>
<td>Opposite Karan palace, HUDA Ground.</td>
<td>3m</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°21'42.80&quot;N</td>
<td>76°46'25.20&quot;E</td>
<td>Opposite Karan palace, HUDA Ground.</td>
</tr>
<tr>
<td>34</td>
<td>UD34</td>
<td>Lower</td>
<td>Sector-9 Market, Centre of Parking</td>
<td>3m</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°21'40.30&quot;N</td>
<td>76°46'52.90&quot;E</td>
<td>Sector-9 Market, Centre of Parking</td>
</tr>
<tr>
<td>35</td>
<td>UD35</td>
<td>Lower</td>
<td>Greater Kailash Colony Parking Area, Opposite Sector-9.</td>
<td>3m</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°21'33.20&quot;N</td>
<td>76°47'7.40&quot;E</td>
<td>Greater Kailash Colony Parking Area, Opposite Sector-9.</td>
</tr>
<tr>
<td>36</td>
<td>UD36</td>
<td>Lower</td>
<td>Opposite Sector 10 Community Centre, Centre of Parking.</td>
<td>3m</td>
<td>Less than 30m</td>
<td>6.1m x 3.05m (20' feet x 10' feet)</td>
<td>Double</td>
<td>30°21'20.00&quot;N</td>
<td>76°46'38.40&quot;E</td>
<td>Opposite Sector 10 Community Centre, Centre of Parking.</td>
</tr>
</tbody>
</table>
6. Typology A: OMDs on public transport services/street furniture and Public Transport System for Zone

**Bus Q Shelters**

The following Criteria to advertise on Bus-Q –Shelters shall be used. Under no circumstances, the total advertisement area shall increase the permitted areas.

**As per Schedule 1 - General Permission Criteria - Outdoor Media Devices for Section (8) (1): OMDs on Public Transport Services/ Street Furniture (Typology ‘A’)**

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>OMD Features</th>
<th>The maximum permitted size (in meters)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>OMDs at the roof of shelter</td>
<td>i one front panel – 9 x 0.3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ii 2 side panels – 3 x 0.3</td>
</tr>
<tr>
<td>2</td>
<td>OMDs at the structure of shelter</td>
<td>i One back panel parallel to the road – 9 x 1.2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ii One pole-mounted backlit panel – 1.8 x 1.2</td>
</tr>
</tbody>
</table>

(i) The approach end of passenger transport shelter shall be open to provide waiting passengers with maximum visibility of the approaching passenger transport vehicle.

**8 – General Note**

i. The OMD panels shall be backlit without additional projected brackets (except sitting benches and Garbage bins).

ii. No static illuminations, neons, changing LEDs, changing of illumination colour, flashing lights are not permitted.

iii. To be developed preferably on BOT basis, where BOT is not possible or for existing infrastructure, the advertisement space to be bid out with the maintenance of amenity as an obligation on the bidder.

iv. Ventilation and natural lightning of structure shall not be compromised for installation of OMD.

v. Locations of Bus and IPT Shelter, toilet block, cycle station, utility booths, and public utility sitting bench shall be identified by Municipal Corporation.

vi. The OMD shall not cause any hindrance to the flow of vehicular and pedestrian traffic.
<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Location</th>
<th>Nos</th>
<th>Latitude</th>
<th>Longitude</th>
<th>Dimensions of OMD Panels on Bus Q Shelters (In meters)</th>
<th>Total Area (m²) of One BQS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Pole Mounted Side Panel (L x H) m</td>
<td>Back Wall Panel (L x H) m</td>
</tr>
<tr>
<td>BS1</td>
<td>Arya Chowk, near Arya Sr. Sec. School, Ambala City</td>
<td>1</td>
<td>30.380958</td>
<td>76.780297</td>
<td>1.2</td>
<td>1.8</td>
</tr>
<tr>
<td>BS2</td>
<td>Kalka Chowk on NH-44, Ambala City</td>
<td>1</td>
<td>30.384994</td>
<td>76.785475</td>
<td>1.2</td>
<td>1.8</td>
</tr>
<tr>
<td>BS3</td>
<td>Aggarsain Chowk, Ambala City, near old Hisar Road Bridge</td>
<td>1</td>
<td>30.376347</td>
<td>76.772272</td>
<td>1.2</td>
<td>1.8</td>
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<tr>
<td>BS4</td>
<td>Sector - 9,10 Chowk, Ambala City, Near Gurudwara</td>
<td>1</td>
<td>30.361417</td>
<td>76.774378</td>
<td>1.2</td>
<td>1.8</td>
</tr>
<tr>
<td>BS5</td>
<td>INCO Chowk, Ambala City, Old Delhi Road</td>
<td>1</td>
<td>30.364311</td>
<td>76.789789</td>
<td>1.2</td>
<td>1.8</td>
</tr>
<tr>
<td>BS6</td>
<td>Durga Nagar, Ambala City, Ambala Hisar road</td>
<td>1</td>
<td>30.357686</td>
<td>76.759606</td>
<td>1.2</td>
<td>1.8</td>
</tr>
<tr>
<td>Sr. No.</td>
<td>Location</td>
<td>Nos</td>
<td>Latitude</td>
<td>Longitude</td>
<td>Dimensions of OMD Panels on Bus Q Shelters (In meters)</td>
<td>Total Area (m²) of One BQS</td>
</tr>
<tr>
<td>--------</td>
<td>----------------------------------------------</td>
<td>-----</td>
<td>------------</td>
<td>------------</td>
<td>--------------------------------------------------------</td>
<td>----------------------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Pole Mounted Side Panel (L x H) m</td>
<td>Back Wall Panel (L x H) m</td>
</tr>
<tr>
<td>BS7</td>
<td>Sector – 8, Ambala City, Housing Board Chowk</td>
<td>1</td>
<td>30.365394</td>
<td>76.770769</td>
<td>1.2</td>
<td>1.8</td>
</tr>
<tr>
<td>BS8</td>
<td>Jagadhri Gate Chowk (A)</td>
<td>1</td>
<td>30.383589</td>
<td>76.775778</td>
<td>1.2</td>
<td>1.8</td>
</tr>
<tr>
<td>BS9</td>
<td>Jagadhri Gate Chowk (B)</td>
<td>1</td>
<td>30.383589</td>
<td>76.775778</td>
<td>1.2</td>
<td>1.8</td>
</tr>
<tr>
<td>BS10</td>
<td>Opposite BSNL Office, DC Residence Office</td>
<td>1</td>
<td>30.380536</td>
<td>76.781036</td>
<td>1.2</td>
<td>1.8</td>
</tr>
<tr>
<td>BS11</td>
<td>ITI Chowk, Old Delhi Road</td>
<td>1</td>
<td>30.374431</td>
<td>76.783042</td>
<td>1.2</td>
<td>1.8</td>
</tr>
<tr>
<td>BS12</td>
<td>Model Town-Old Delhi Road</td>
<td>1</td>
<td>30.361619</td>
<td>76.793661</td>
<td>1.2</td>
<td>1.8</td>
</tr>
<tr>
<td>Sr. No.</td>
<td>Location</td>
<td>Nos</td>
<td>Latitude</td>
<td>Longitude</td>
<td>Dimensions of OMD Panels on Bus Q Shelters (In meters)</td>
<td>Total Area (m²) of One BQS</td>
</tr>
<tr>
<td>--------</td>
<td>-------------------------------</td>
<td>-----</td>
<td>--------------</td>
<td>---------------</td>
<td>-------------------------------------------------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td></td>
<td></td>
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<td></td>
<td>Pole Mounted Side Panel (L x H) m</td>
<td>Back Wall Panel (L X H) m</td>
</tr>
<tr>
<td>BS13</td>
<td>Manav Chowk, Hissar Road</td>
<td>1</td>
<td>30.367503</td>
<td>76.766936</td>
<td>1.2</td>
<td>1.8</td>
</tr>
<tr>
<td>BS14</td>
<td>Maharaj Aggarsen Chowk, Near City park</td>
<td>1</td>
<td>30.375325</td>
<td>76.772953</td>
<td>1.2</td>
<td>1.8</td>
</tr>
<tr>
<td>BS15</td>
<td>Baldev Nagar Camp</td>
<td>1</td>
<td>30.387706</td>
<td>76.792128</td>
<td>1.2</td>
<td>1.8</td>
</tr>
</tbody>
</table>

Total Number of BQS (Nos.) 15

Total Area of Outdoor Advertisement on BQS (m²) = 261.9

As per The Haryana Municipal Corporation Advertisement Bye-laws 2018, Schedule 1 - General Permission Criteria - Outdoor Media Devices for Section (8) (1) for OMDs on Public Transport Services/ Street Furniture for the **Typology ‘A’**, the total permissible area is **17.46 Sqm**, keeping in mind the above standard design for the BQS has been proposed with above-mentioned advertisement space with total advertisement space **17.46 Sqm** on each Bus Q Shelter. The BQS are not divided into any priority zone and is kept under a single category for the ease of specialized tender requirement, keeping in mind the futuristic city bus operations.
7. Public Toilets – A4
For the advertisement on Public Toilets, following size and location criteria shall be followed.

As per Schedule 1 of General Permission Criteria - Outdoor Media Devices- Section 8 (4), the above locations and sizes are approved with the following conditions;

- Seventy percent of the total surface area of the block.
- An additional back lit panel of at least 1.8 x 1.2 with city map/neighbourhood map/ route map shall also be provided.
- In no case, the height of OMD shall be above the parapet of structure.
- In case of public toilets, water storage tanks shall be properly concealed and shall not be visible to the public.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Place/Location</th>
<th>Seater</th>
<th>Latitude</th>
<th>Longitude</th>
<th>Front Wall (L x H) m</th>
<th>Left Wall (L x H) m</th>
<th>Right Wall (L x H) m</th>
<th>Total Area in m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>TS1</td>
<td>Mahavir Municipal Park</td>
<td>7</td>
<td>30.376919</td>
<td>76.77112</td>
<td>8.7 x 3.048</td>
<td>7 x 3.048</td>
<td>- x -</td>
<td>47.85</td>
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<tr>
<td>TS2</td>
<td>Amba Market</td>
<td>10</td>
<td>30.376425</td>
<td>76.77049</td>
<td>8.6 x 3.048</td>
<td>- x -</td>
<td>7 x 3.048</td>
<td>47.55</td>
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<tr>
<td>TS3</td>
<td>Cloth Market</td>
<td>10</td>
<td>30.377248</td>
<td>76.76826</td>
<td>8.7 x 3.048</td>
<td>7.3 x 3.048</td>
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<td>48.77</td>
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<tr>
<td>TS4</td>
<td>Court Complex</td>
<td>10</td>
<td>30.372185</td>
<td>76.76442</td>
<td>8.4 x 3.048</td>
<td>6.9 x 3.048</td>
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<td>46.63</td>
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<tr>
<td>TS5</td>
<td>Herbal Park</td>
<td>10</td>
<td>30.375445</td>
<td>76.79402</td>
<td>8.5 x 3.048</td>
<td>7.5 x 3.048</td>
<td>7.5 x 3.048</td>
<td>71.63</td>
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<tr>
<td>TS6</td>
<td>Jagdhri Gate</td>
<td>5</td>
<td>30.383345</td>
<td>76.77568</td>
<td>4.9 x 3.048</td>
<td>5.2 x 3.048</td>
<td>- x -</td>
<td>30.78</td>
</tr>
<tr>
<td>TS7</td>
<td>Municipal Corporation Office Complex</td>
<td>7</td>
<td>30.383549</td>
<td>76.77577</td>
<td>7.2 x 3.048</td>
<td>- x -</td>
<td>6.7 x 3.048</td>
<td>42.37</td>
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<td>TS8</td>
<td>Nahan House</td>
<td>12</td>
<td>30.387756</td>
<td>76.77427</td>
<td>8.2 x 3.048</td>
<td>7 x 3.048</td>
<td>- x -</td>
<td>46.33</td>
</tr>
<tr>
<td>S. No.</td>
<td>Place/Location</td>
<td>Seater</td>
<td>Latitude</td>
<td>Longitude</td>
<td>Size (in meters)</td>
<td>Total Area in m²</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Front Wall (L x H m)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Left Wall (L x H m)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Right Wall (L x H m)</td>
<td></td>
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<td></td>
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<td>L</td>
<td>H</td>
<td>L</td>
<td>H</td>
</tr>
<tr>
<td>TS9</td>
<td>Motor Market</td>
<td>12</td>
<td>30.390762</td>
<td>76.78083</td>
<td>8.2</td>
<td>3.048</td>
<td>7</td>
<td>3.048</td>
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<tr>
<td>TS10</td>
<td>Baldev Nagar</td>
<td>12</td>
<td>30.390818</td>
<td>76.79225</td>
<td>8.2</td>
<td>3.048</td>
<td>7</td>
<td>3.048</td>
</tr>
<tr>
<td>TS11</td>
<td>Loha Mandi</td>
<td>7</td>
<td>30.387093</td>
<td>76.76914</td>
<td>9.3</td>
<td>3.048</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>TS12</td>
<td>Bans Bajar</td>
<td>7</td>
<td>30.379819</td>
<td>76.77026</td>
<td>7</td>
<td>3.048</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>TS13</td>
<td>Vikas Vihar</td>
<td>7</td>
<td>30.366478</td>
<td>76.78846</td>
<td>8.3</td>
<td>3.048</td>
<td>6.3</td>
<td>3.048</td>
</tr>
<tr>
<td>TS14</td>
<td>Manji Sahib Gurudwara</td>
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<td>30.392691</td>
<td>76.77269</td>
<td>8.7</td>
<td>3.048</td>
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<tr>
<td>TS15</td>
<td>Old Anaj Mandi</td>
<td>12</td>
<td>30.387261</td>
<td>76.76786</td>
<td>8.7</td>
<td>3.048</td>
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<td>TS16</td>
<td>Durga Nagar</td>
<td>12</td>
<td>30.378017</td>
<td>76.76697</td>
<td>8.7</td>
<td>3.048</td>
<td>-</td>
<td>-</td>
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<tr>
<td>TS17</td>
<td>Manav Chowk</td>
<td>12</td>
<td>30.368099</td>
<td>76.76745</td>
<td>8.8</td>
<td>3.048</td>
<td>7.5</td>
<td>3.048</td>
</tr>
<tr>
<td>TS18</td>
<td>Bal Bhawan</td>
<td>7</td>
<td>30.376634</td>
<td>76.77434</td>
<td>7</td>
<td>3.048</td>
<td>6.5</td>
<td>3.048</td>
</tr>
</tbody>
</table>

Total Numbers of Public Toilets: 18 Nos.  
Total Area (m²): 861.06

The Height of 1m above the Parapet Wall of Toilet Roof has been considered for the Advertisement to Cover the Water Tank (if Any) As per Schedule 1 of General Permission Criteria - Outdoor Media Devices- Section 8 (4) given above. The map showing locations of Bus Q Shelters and Public Toilets under Typology A are show in Figure 2.
Figure 2: Public Toilet and Bus Q Station Locations - Outdoor Media Plan for Ambala City
8. Acknowledge Signs
In case, MC Ambala desire to put Acknowledgement signs on Roundabouts, Railing, etc. the following criteria shall be used.

As per Schedule 1 of General Permission Criteria - Outdoor Media Devices Section 18 – Acknowledgement OMDs

(1) Acknowledgment OMD shall not contain contact information, directions, slogans, telephone numbers, or internet addresses. It shall have their acknowledgment logo placed on an Acknowledgment OMD. The acknowledgment logo shall be less than 1/3 of total OMD surface area specified below.

(2) Acknowledgment OMD on green lawns, landscaped islands, pedestrian/ cyclist pathway, and central medians shall be restricted to 0.2 square meters area plate, and their spacing shall not be less than 15 meters at a road.

(3) With speed less than 50km/h. If it is on roundabouts then spacing along installed perimeter length shall be taken and standard dimension board of 800mm and 250mm shall be installed. The installed sign shall not obstruct the view of any Directional/diversion/warning sign. Such signages are qualified as Acknowledgement Signs and shall contain an acknowledgment of sponsor only and no third party advertisement shall be permitted.

(4) Acknowledgment sign shall not be installed on the front or back of, adjacent to, or in close proximity to any other traffic control device, including traffic signs. A key decision points where a road user’s attention is more appropriately focused on other traffic control devices, roadway geometry, or traffic conditions, including exit and entrance ramps, intersections, highway-rail grade crossings, toll plazas, temporary traffic control zones, and areas of limited sight distance. The minimum spacing between acknowledgment signs shall not be less than 25 meters at a road with speed less than 50km/hr.