

Haryana Government
Urban Local Bodies Department
Order

The 21 May, 2018

No.2/4/2017/R-II. As per the provision made in the Haryana Municipal Corporation Advertisement Byelaws, 2018 notified on 28.03.2018 and as amended from time to time, the Government of Haryana in Urban Local Bodies Department issues following fee/ charges for Municipal Corporation to be levied on the applicants for permission for display rights for Outdoor Media Devices (OMDs), under the Byelaws:

- Registration Fee under Byelaw 3 (3):** Rs. 10,000 /- (for period of 6 years)
- The registering entity along with the application shall submit **Scrutiny/ Processing Fee** under byelaw 5(3)(i) @ Rs. 1,000 per OMD and Rs. 5,000 in case of number of OMDs are to be installed within a premises (like OMDs in shopping mall or campus) not facing public road.
- Permission fees** based on typology of OMDs to be levied under Byelaw 16 are as under:

Typology	Typology Description	Proposed permission fees (in Rs./- per square metres of OMD area)			
		Time period of permission fee			
		3 months	6 months	9 months	1 year
A.	Typology A: OMDs on public transport services / street furniture and public transport system				
A1	Bus and Intermediate Public Transport (IPT) shelters	<p>OMDs on Public transport/ street furniture stated in Typology A is preferably on Public Private partnership (PPP)/ BOT basis.</p> <p>The selected agency shall bear the cost of construction, operation and maintenance of facility/ infrastructure in lieu of OMD display on the same.</p> <p>In case of infrastructure already developed/ to be developed by any other Department not on the land of Municipal Corporation, the Municipal Corporation shall receive 25% of the revenue collected by the department in lieu of OMD display.</p> <p>In case of infrastructure already developed/ to be developed by any firm/ individual rates for any other Government Dept./ Board/ Corporation in lieu of advertisement rights on infrastructure, then the agency shall pay charges to Municipal Corporation as per Typology 'C'</p> <p>The permission fee for Typology 'A' in case of allotting OMD display right by tender/ e-auction shall be determined on the basis of rates for Typology B and C OMDs.</p> <p>Permission criteria as prescribed in bye-laws can be relaxed by Commissioner, Municipal Corporation in case of Metro/ MRTS and public transport vehicle.</p>			
A2	Bus and IPT route markers				
A3	Foot Over Bridges, Signage gantries, toilet blocks and urinals				
A4	Cycle station				
A5	Police booth, parking booth, telephone booth, pre- paid taxi booth, bus/rail booking information booth, drinking water facility, public utility kiosks, outside colonies to facilitate directory / payment of bills etc.				
A6	Sitting bench, garbage bins				
A7	Metro/MRTS				
A8	Traffic barricading				
A9	Public transport vehicle				
B.	Typology B : OMDs on commercial advertising structures on public land				
B1	OMD on public land	Through tender/ e-auction			
C.	Typology C: OMDs on commercial advertising structures on private land				
C1	Unipoles, billboards, building boards.	Rs. 4500/-	2% discount	3% discount	5% discount
C2	Wall wraps/ wall painting	Rs. 3000/-	2% discount	3% discount	5% discount
C3	Multiple OMDs.	Rs. 5200/-	2% discount	3% discount	5% discount
D.	Typology D: Events				
D1	Religious, Political and Conferences	Exempted. However permission for places where OMDs can be displayed from Municipal Corporation as per bye-laws is mandatory.			
D2	Entertainment and Exhibitions events	At venue maximum number of OMDs allowed are 10 with maximum size of 4 X 3.5 meters. If area of OMD exceeds 13.5 sq. mt. it shall be counted as 2 OMDs.		Rs. 12000/- per OMD	
		At other locations identified/ allowed by the Municipal Corporation		Rs. 30000/- per OMD	
E.	Typology E: Landscape advertising				
E1	Tree guards	Same as Typology 'A'			
F.	Typology F: Shop signage				

F1	Self Advertising	1. Exempted upto 2% of facade of shop. 2. From 2% to 20% on outside wall visible from public street/ road =50% of rates of wall wrap 3. From 2% to 100% inside commercial building or public building =50% of rates stated in Typology 'I'	2% discount	3% discount	5% discount
G. Typology G: Innovative advertising					
G1	Innovative advertising.	Three times the rates stated in respective Typology type, if innovative based OMD is installed in place of specified OMD.	2% discount	3% discount	5% discount
H. Typology H: Cinema advertising					
H1	In-cinema on screen advertising including slides and advertisement films (moving advertisements).	Rs. 25000 per screen per month	2% discount	3% discount	5% discount
I. Typology I: Inside commercial buildings and public buildings					
I1	Inside commercial buildings and public buildings	1. Rs. 450/- for OMDs installed under the roof. 2. Rs. 700/- for OMDs installed within premises but in open courtyard. Note: In no case OMDs shall be visible from public road	2% discount	3% discount	5% discount
Acknowledgment OMDs		Same as Typology 'A'			

4. The above stated permission fee shall be considered as 'X'. The Municipal Corporations have been categorized below as per their potential and the fee/ charges are applicable as under:

Category	High Potential	Medium Potential	Low Potential
Name of Municipal Corporation	Gurgaon	Panchkula, Sonipat, Faridabad.	Ambala, Karnal, Yamuna Nagar, Panipat, Rohtak.
Factor for fees/ charges	'X'	0.75 x 'X'	0.5 x 'X'

5. The permission fees shall be submitted by the registered entity in advance on quarterly basis if the period of approval is less than a year or on annual basis if period of approval is more than a year, at such rates, as the Government may, by an order, specify from time to time.
6. Bank guarantee of an amount equivalent to Quarterly permission fee, valid for permission period, shall be paid to Municipal Corporation in advance. Only Government Departments/ Boards/ Corporations in Typology 'A' are exempted from bank guarantee.

The fees and charges issued earlier vide order no. No. 2/4/2017-R II, dated 30.06.2017 under Haryana Municipal Corporation Advertisement Byelaws, 2016 is hereby repealed and any action taken under the same shall be considered be taken under this order.

ANAND MOHAN SHARAN
Principal Secretary to Government Haryana,
Urban Local Bodies Department.

Endst no. **No.2/4/2017/R-II.**

Dated: 21 May 2018

A copy of above is forwarded to the following for information and necessary action:-

- ✓ 1. All the Commissioners of Municipal Corporations in the State of Haryana.
2. The Director, Urban Local Bodies, Haryana, Panchkula.



Superintendent Committee-II
for Principal Secretary to Government Haryana,
Urban Local Bodies Department.

Set