



ಕರ್ನಾಟಕ ರಾಜ್ಯಪತ್ರ

ಅಧಿಕೃತವಾಗಿ ಪ್ರಕಟಿಸಲಾದುದು
ವಿಶೇಷ ರಾಜ್ಯ ಪತ್ರಿಕೆ

ಭಾಗ - ೩ Part - III	ಬೆಂಗಳೂರು, ಶುಕ್ರವಾರ, ೧೯, ಜುಲೈ, ೨೦೨೪(ಆಷಾಢ, ೨೮ ಶಕವರ್ಷ, ೧೯೪೬) BENGALURU, FRIDAY, 19, JULY, 2024(ASHADHA, 28, SHAKAVARSHA, 1946)	ನಂ. ೩೪೬ No. 346
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BRUHATH BENAGLURU MAHANAGARA PALIKE

Office of the Chief Commissioner, Annex Building-1, BBMP Head Office,
NR Square, Bengaluru-560002

No:BBMP/AC(ADVT)/PR675/23-24

Date:19-07-2024

NOTIFICATION

The draft of the following bye-laws which the Bruhat Bengaluru MahanagaraPalike proposes to make in exercise of the powers conferred by section 318 read with sections 157 and 319 of the Bruhat Bengaluru MahanagaraPalike Act, 2020 (Karnataka Act 53 of 2020), with approval of the Government is hereby published as required by section 320 of the said Act, for the information of all the persons likely to be affected thereby and notice is hereby given that the said draft will be taken into consideration after thirty days from the date of its publication in the official Gazette.

Any objection or suggestion which may be received by the BBMP from any person with respect to the said draft before the expiry of the period specified above will be considered by the BBMP. Objections and suggestions may be addressed to the Chief Commissioner, Bruhat Bengaluru MahanagaraPalike, Bengaluru - 560001.

DRAFT BYE-LAWS

1. Title, commencement and application.-These bye-laws may be called the Bruhat Bengaluru MahanagaraPalike(Advertisement) Bye-Laws, 2024.

(2) They shall come into force from the date of their final publication in the official Gazette.

(3) These bye-laws shall be applicable to the Bruhat Bengaluru MahanagaraPalike Jurisdiction.

2. Definitions.-(1) In these bye-laws, unless the context otherwise requires,-

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- (a) “**Act**” means the Bruhat Bengaluru MahanagaraPalike Act, 2020 (Karnataka Act No. 53 Of 2020);
- (b) “**Advertisement**” means and includes any display, device or representation by word, direction, abbreviation, letter, logo, symbol, model, image or a combination thereof, sign by means of billboards, hoarding, banners, temporary arches, electronic display, name boards, direction boards, pamphlets, flags or any other visible or audible media, displayed in or in view of any place or spot visible to public, to promote a product or service in a commercial sense under categories covered in these definitions, but does not include signage installed for the identification and naming of places, buildings and tenant business names;
- (c) “**Agency**” means an originator or facilitator of advertisement who may be an individual, Government organizations, semi-Government organizations, registered charitable organization firm, proprietary firm, partnership firm or a company incorporated under the Companies Act, 2013 (Central Act 18 of 2013);
- (d) “**BBMP**” means the Bruhat Bengaluru MahanagaraPalike;
- (e) “**Banner**” means cloth or any other bio-degradable flexible material (but not made fully or partially from poly-vinyl chloride or any other form of plastic, virgin or recycled), which contains some advertisement or announcement or written matter for display in public place;
- (f) “**Billboard/Hoarding**” means an outdoor media device with space for display in the form of an advertisement panel and where such panel is mounted with its foundation on any structure either on ground or building and made of any bio-degradable flexible material (but not made fully or partially from poly-vinyl chloride or any other form of plastic, virgin or recycled) or Electronic display or LCD;
- (g) “**Building wrap advertisement**” means an advertisement displayed on any building frontage usually stretched across the building frontage or on scaffolding of a building under construction or repair or by sticking or fixing it to a glass frontage or window;
- (h) “**Building wrap electronic advertisements without any use of poles etc. which are used to erect hoardings**” means an advertisement displayed on any building frontage, which is not a heritage structure, using digital displays, which can be switched on

at night time and may flash or appear in a synchronized manner in one or more different colours;

- (i) “**Chief Commissioner**” means the Chief Commissioner of the Bruhat Bengaluru MahanagaraPalike;
- (j) “**Display**” means an advertisement or information visible to public, irrespective of the property or space on which the same is installed;
- (k) “**Electronic Display**” means a media device, with display made from Light Emitting Diode(LED) or Liquid Crystal Display(LCD) or any other electronic source, to display running text, images, displays and informational messages from computer programs and software or any other means;
- (l) “**Form**” means a form appended to these bye-laws;
- (m) “**Legacy advertisement**” means permitted commercial advertisements including Billboards erected and displayed on private properties by enrolled or registered agencies, after having obtained permissions under the previous Advertisement bye-laws;
- (n) “**License**” means the license granted under these bye-laws;
- (o) “**Mobile Advertisement Display**” means a double or single sided hoarding or panel mounted on or behind a vehicle in a manner that it can be driven around or parked at strategic locations for a better display of the advertisement;
- (p) “**Permission**” means the permission granted under these bye-laws;
- (q) “**Poster**” means sheet of paper or any other bio-degradable material (but not made fully or partially from poly-vinyl chloride or any other form of plastic, virgin or recycled) used to advertise something for display in a public place, usually by sticking the same on a flat surface such as a wall, compound, parapet, hoardings, etc.;
- (r) “**Right of Way (RoW)**” means total land width required for the road, to accommodate the roadway (carriageway and shoulders), side drains, service roads, tree plantation, utilities, etc, owned by the respective authority;

(s) **“Schedule”** means a schedule appended to these bye-laws; and

(t) **“Self-Advertisement or Self-Signage”** means an advertisement or a display visible to public which is for identification or naming or information with regard to the activities carried out in the same building or a place or land where it is displayed, but it shall not include information or display anything which is not carried out or available on the said land or place or building.

(2) Words and expressions used but not defined in these bye-laws shall have the same meaning as assigned to them in the Act and rules made thereunder and in case of any doubt, the interpretation and decision of the Chief Commissioner shall be final.

3. General provisions.-The following general provisions shall govern and guide these bye-laws and their interpretation,-

(i) No advertisement, other than self-advertisement, shall be permitted on any road less than sixty feet in width:

Provided that, in case of areas declared for Commercial or Industrial use under the approved master plan, the said prohibition on advertisements on less than sixty feet road width shall not apply.

(ii) The maximum size and dimensions permitted for an individual advertisement or display shall be as specified in Schedule-3.

(iii) Subject to maximum size and dimensions of an individual advertisement and other conditions and restrictions specified under these bye-laws, the maximum permissible paid advertisement on every running hundred meter of a road or at a circle or an area shall be as follows, –

Road/Circle/Area Type	Maximum permissible paid advertisement area per running 100 meter of road (both sides included) or Circle or Area
Road width or Row not less than 60 feet but less than 80 feet	800 square feet (both side included) per 100 meter of road length: Provided that total horizontal length of all advertisements on one side of the 100 meter stretch of road, put together, shall not exceed 40 feet.
Road width or Row not less than 80 feet but less than 100 feet	1000 square feet (both side included) per 100 meter of road length: Provided that total horizontal length of all advertisements on one side of the 100 meter stretch of road, put together, shall not exceed 40 feet.

Road width or Row not less than 100 feet but less than 200 feet	1100 square feet (both side included) per 100 meter of road length: Provided that total horizontal length of all advertisements on one side of the 100 meter stretch of road, put together, shall not exceed 40 feet.
Road width or Row not less than 200 feet	1200 square feet (both side included) per 100 meter of road length: Provided that total horizontal length of all advertisements on one side of the 100 meter stretch of road, put together, shall not exceed 40 feet.
Circle	3000 squarefeet per one lakh square feet Circle area: Provided that total horizontal length of all advertisements put together shall not exceed 60 feet.
Any other Area/Locality in Commercial or Industrial with roads less than 60 feet in width.	3000 square feet per one lakh square feet area: Provided that total horizontal length of all advertisements on one side of the 100 meter stretch of road, put together, shall not exceed 30 feet.

(iv) The Chief Commissioner, within the upper limits of advertisement area allowed on a hundred meter length of road or the area of a Circle or an open plot or locality, may vary other restrictions in larger public interest and to preserve the aesthetics and look of the city.

(v) The BBMP shall divide the whole city into suitable stretches of roads, circles and areas through a notification with approval of the Chief Commissioner which may be issued and modified from time to time and the paid advertisements shall be permissible only on these roads, circles and areas as specified in these bye-laws.

(vi) The right to do paid advertisements on these road stretches, circles and areas shall be given only to the licensed advertising agencies through an open auction/tender in accordance with the Karnataka Transparency in Public Procurement Act, 1999 (Karnataka Act 29 of 2000) and rules made thereunder, conducted through e-procurement portal of the Government. The minimum upset price for the same shall be as per minimum rates specified in Schedule-2.

(vii) The bid winner with respect to any stretch of road or circle or area shall have the right to utilize the same for advertising on behalf of other or for others in accordance with these bye-laws. The advertisement spots, premises or spaces can be either privately owned or owned by Government or Government

owned Public sector Units or the BBMP or any Government Agency. Before displaying any advertisement, apart from complying with the requirement specified under these bye-laws, the requisite agreements and permissions from the owners of the spots or buildings or vacant lands, both the Government and private owners, falling on the assigned road or Circle or the area, shall be done by the bid winner himself at his own costs and in accordance with applicable laws and rules in this regard:

Provided that, in case the private property or land on which the infrastructure for the paid advertisement is erected is of residential use as per Property Tax assessment then the same shall be charged and paid as penalty to the BBMP, an amount equal to ten percent of the applicable property tax during the time period the advertisement infrastructure remains erected thereon and the BBMP reserves right to remove the same at any time.

Provided further that the advertisements or displays on Bengaluru Metro Pillars and Bengaluru Metro Stations and Infrastructures are excluded from the assigned rights to any bid winner even when the same falls within the assigned area or road or Circle. The same shall be put to separate suitable tender by the BBMP.

Provided also that, in case the said property or land is a B-Register property then the same shall be charged and the owner thereof shall pay to the BBMP as penalty, an amount equal to hundred percent of the applicable property tax during the time period the advertisement infrastructure remains erected thereon.

Provided also that, in case the private property or land on which the infrastructure for the paid advertisement is erected does not have any khata from BBMP, then the owner of the property or land is liable to pay to BBMP as penalty, an amount equal to twice the applicable property tax for the full land or property during the time period the advertisement infrastructure remains erected thereon.

NOTE: The advertisement fee payable to the BBMP is only for the rights to do advertisements for or on behalf of others. No right whatsoever accrues to such an advertiser merely by virtue of payment of advertisement fee to BBMP to erect or display any advertisement or display on any property or land or plot falling on the assigned road or area or Circle without independently taking permission of the owner thereof and entering into a proper agreement for the same. The money payable to the owner of the property or land for such a usage by the licensed advertiser shall be over and above the advertisement fees payable to the BBMP and are left to be decided between the licensed advertiser and the property owner.

(viii) The BBMP, through its Zonal Commissioner and authorized officers, shall enforce these bye-laws to ensure that no unauthorized advertisement comes up on any road or Circle or area, including the roads, circles and areas allotted to the licensed advertisers. Any unauthorized advertisement shall be forthwith

removed and any advertisement fees or penalty or other dues with respect to such unauthorized advertisement shall be collected and retained by the BBMP in accordance with these bye-laws. The licensed advertiser assigned to the road or Circle or area where the enforcement is done by BBMP, shall bound to assist the BBMP in the enforcement and removal of the unauthorized advertisements.

(ix) The open auction/tender of the stretches of roads, circles and the areas may be done individually or after clubbing them together in suitable lots. The decision in this regard shall be taken by the Chief Commissioner in the best interest of the Corporation.

(x) The assignment and all auctions/tenders with respect to advertisements inside the properties of railway or Bengaluru MetroRailCorporation Limited (BMRCL) or bus-stands or Karnataka State Road Transport Corporation (KSRTC) or Bangalore Metro Transport Corporation (BMTTC) or other Government owned Public Sector Units, which are visible to public visiting inside these properties, shall be decided by the concerned agencies themselves as per their own rules and procedures and the proceeds thereof shall be fully retained by these agencies:

Provided that, the advertisement revenue generated from BMRCL assets on BBMP roads shall be shared equally between BBMP and BMRCL:

Provided further that the right to display any advertisement visible from the public streets or roads, including on properties of any Public Sector Unit or Government owned agency, shall be assigned only by BBMP and through public auction/tenders specified in these bye-laws and the advertisement fee thereof shall be fully payable to the BBMP. The agency or the Public Sector Unit or the department, if it so permits, is at liberty to collect Ground Rent for allowing use of their properties for advertisement, after approval and assignment by the BBMP.

(xi) In case any category of free or self-advertisement exceeds the maximum specified size as per provisions of these bye-laws, the same shall be liable to pay to BBMP at applicable commercial rates for full area of the advertisement.

Illustration: If a shop is permitted for a free self-advertisement under these bye-laws upto 150 sq. ft., but has erected self-advertisement of 175 sq. ft., then it shall be liable to pay advertisement fee for the full 175 sq.ft. of the self-advertisement. The same are liable be removed by the BBMP in case the same violates any of the conditions in these bye-laws.

(xii) Any unauthorized advertisement shall be removed immediately when it comes to notice, but both the owner of the premises or land where the unauthorized advertisement was displayed and the advertiser are liable to pay penalty at a rate of twice the price fixed in auction/tender for the said road or Circle:

Provided that where no such rate has been fixed, then at the rate fixed in auction/tender for the nearest road or Circle or area or at the upset price fixed for the said road or Circle or area in Schedule-2, whichever is higher.

(xiii) The advertisement fee for authorized advertisements or displays shall become due to be paid one-month from the date of assignment of advertising rights under these bye-laws. The said date shall be called the Effective Date for the purposes of payment of advertisement fees. The penalties for unauthorized advertisement shall be liable to be paid from the date of erection of the infrastructure for advertisement whether actual display of advertisement is done or not. The advertisement fees or the penalties, as the case may be, shall be paid for each completed month from the date they become due. Any delay in payment of the authorized advertisement dues shall be levied with interest charges at a rate of eighteen percent (18%) for the delayed payments.

Illustration: If an advertisement right for an authorized advertisement is assigned on 17.5.2023, then the Effective Date for advertisement fee shall be 17.6.2023 and its first month's payment shall be made within 17.7.2023 and second month's payment within 17.8.2023 and so on. In case no payment is made until 23.10.2023, then interest at the rate of 18% shall be charged for 98 days of delay for first monthly payment, 67 days of delay for the second monthly payment, 36 days of delay for third monthly payment and 6 days of delay for fourth monthly payment.

(xiv) Any arrears or unpaid demand for the advertisement from either a licensed advertiser or anyone who is liable to pay the advertisement fee or penalty or interest, if it remains unpaid despite becoming due, shall be recovered mutatis mutandis in the manner prescribed for recovery of demand or arrears of property tax, including by seizure or distraint and distress sale of the moveable properties, attachment of bank accounts or immovable properties and distress sale of immovable properties of the person liable to pay the same. Such a defaulter shall be liable for criminal action under section 326 of the Act.

(xv) The BBMP shall endeavor to bring the implementation and management of all advertising activities, issuance of licenses and approval or decision ONLINE, through appropriate software as expeditiously as possible. Once the same is done then all the relevant activities and actions specified under these bye-laws shall be done on and through the said software.

Note:(i) Tenders for all advertisement displays in BBMP jurisdiction shall be invited and processed by BBMP.

(ii) Zone-wise tenders shall be called by BBMP, in accordance with these bye-laws.

(xvi) There shall be reservation for the Scheduled Castes and the Scheduled Tribes in assignment of the advertisement rights to do advertisements/displays on behalf of the others as per percentage fixed by the Government for reservation for the Scheduled Caste and the Scheduled Tribe from time to time.

4. Licensed or registered advertisers.-(1)No person except the licensed or registered advertiser shall be allowed to undertake display of advertisements on behalf of other persons or agencies or participate in the public auction/tender for advertising rights on the roads or Circles that BBMP may notify. These persons or agencies shall mandatorily enroll themselves as licensed or registered advertisers with the BBMP by furnishing the required information, documents, security, as may be determined by Chief Commissioner and shall pay the license fee or registration fee and security deposit as may be determined by the Chief Commissioner from time to time.

(2) Persons intending to entrust the work of displaying advertisement on their behalf shall not entrust it to anyone other than a licensed or registered advertiser under these bye-laws.

(3) A licensed or registered advertiser shall be awarded a road or a Circle or an area, duly notified by the Chief Commissioner, through an open auction/tender through e-procurement, conducted as per the Karnataka Transparency in Public Procurement Act, 1999 (Karnataka Act 29 of 2000), where the licensed or registered advertiser may display or cause to display the advertisements and he shall ensure that up-to-date and regular fee due thereon is paid to the BBMP as per these bye-laws.

(4) The licensed or registered advertiser shall maintain proper record of advertisements displayed by him and produce the same whenever required for inspection by the Chief Commissioner or Zonal Commissioner or any other officer authorized by either of them, in this behalf.

(5) Any display of paid advertisement on behalf of or for others by anyone other than a licensed or registered advertiser shall be treated as unauthorized and shall be immediately removed and shall be liable for further action under these bye-laws, including filing of criminal case under section 326 of the Act.

5. Grant of license.-(1)Every application for a license to an agency for registration shall be made to the Chief Commissioner in Form-I with required enclosures, along with the challan for payment of registration or license fee of rupees five lakhs for a term of three years. The registration or the license fee may be revised from time to time by the Chief Commissioner and he may create different categories of licensed advertisers and specify different license fees applicable to be paid by them.

(2) The License shall be issued in Form-II.

(3) The period of license shall be for three years:

Provided that it may be extended from time to time for a further period of three years at a time.

(4) Applicant may appeal against decisions of the Chief Commissioner with respect to licensing or registration, to the Advertisement Regulatory Committee constituted under these bye-laws.

(5) The Chief Commissioner shall cause to maintain a comprehensive register showing the licenses or permissions issued under the Act and these bye-laws. The issue of licenses and permissions for advertisements shall be through a zero physical contact, online single window system with live updation, which shall be established within ninety days from the date of these bye-laws coming into effect. The online single window system shall also contain the aforementioned register showing the licenses or permissions issued and the same shall be continually updated and shall be made available for unrestricted public viewing.

(6) The licensed or registered advertiser already registered under any of the previous bye-laws shall be deemed to be registered or licensed under these bye-laws:

Provided that in case any license or registration is for more than three years old, the same shall be renewed within two months from the date of these bye-laws coming into force, failing which the said license or registration shall be deemed to have expired.

Provided that, the Chief Commissioner may specify that application and grant of licenses shall be ONLINE through software, whereafter the same shall be the mode to apply and obtain the advertisement licenses.

6. Refusal to grant license.-(1) The Chief Commissioner shall refuse to grant license to an agency where,-

(i) the individual or agency, any of its directors, owners or promoters has been debarred from the display of advertisement by the Government or any Corporation or by any agency owned and/or controlled by the Government;

(ii) the individual or agency, its directors, owners or promoters are in arrears of payment of any dues to the BBMP;

(iii) the authorized signatory of the agency has earlier been the authorized signatory of any company which is in arrears of payment of any dues to BBMP; or

(iv) it is in unauthorized occupation of the immovable property of the BBMP or the Government.

7. Public auction or calling for tender for grant of advertising rights for notified road stretches, circles and areas.-(1) The Special Commissioner in-charge of advertisements shall cause to put to public auction or call for tender, the road stretches, circles and other areas or locations within the limits of BBMP as notified by the Chief Commissioner, for grant of advertising rights in accordance

with the provisions of the Karnataka Transparency in Public Procurement Act, 1999 (Karnataka Act 29 of 2000) and rules made thereunder.

(2) Any licensed or registered advertiser who is eligible to participate in the said auction/tender can participate by applying and obtaining an application number by payment of non-refundable application fee of rupees one thousand:

Provided that, the Chief Commissioner may increase the application fee not exceeding five percent in a year.

(a) Any licensed or registered advertiser shall not be eligible to participate in auction /tender in case he has unpaid over dues for advertisement or ground rent or any other advertisement related dues of the BBMP. In this regard the bidder or the license holder shall upload "No due certificate" from the concerned government department or advertisement or other department of BBMP stating that the agency /person/firm/proprietor /has no over dues from Advertisements or Ground rent or related to the same

(3) There shall be a fixed minimum price of the advertisement for each such road stretch or Circle or the area put to auction/tender called the Minimum Upset Price. No auction/tender bid below the said price for the said road or circle or the area, as the case may be, shall be accepted.

(4) The minimum upset price for a road or a circle or an area shall be calculated by multiplying the rate per square meter or per square foot for the advertisement on the said road or circle or the area, with the total potential area available for advertisement therein. The road or circle or area wise per square meter or foot rate shall be as given under Schedule-1. The Table in bye-law 3 gives the potential for a given length of a road or a circle or an area.

Illustration: A Road of 83 feet width and 2 km length and has a rate of Rs. 50/- per square foot per month as per Schedule-1. Then as per Table in clause (iii) of bye-law 3, for this 83 feet road, the maximum allowed paid advertisements are 1000 sq ft per 100 meter length. Therefore, for 2 km road length it would be $2000/100 \times 1000 = 20000$ sq.ft. permissible paid advertisement. The minimum auction price shall be $Rs. 50 \times 20000 = Rs. 10$ lakh per month for the said road.

(5) A single bidder may bid for as many road stretches or circles or areas as he wishes. Sub-letting shall not be permitted.

(6) The auction/tender shall be done for each individual road stretch or circle or area or in such suitable lots as may be notified by the Chief Commissioner and the bidder who bids the highest per month rate shall be the auction winner.

(7) The auction/tender winner shall deposit five months winning monthly payable amount as interest free security deposit with the BBMP:

Provided that ten percent of the total interest free security deposit amount to be deposited by the auction/tender winner shall be deposited with the BBMP within

two hours of the bid being declared successful, failing which the bid shall be rejected for default and the bidder shall be treated as defaulter and disallowed from further bidding. The said road stretch or circle or the area shall be put to auction/tender again.

(8) The remaining ninety percent of the five months' winning monthly payable rate shall be deposited within fifteen days of date of declaration of auction/tender as successful, failing which the bid shall stand rejected for default and the bidder shall be treated as a defaulter and the ten percent bid amount deposited with BBMP shall automatically stand forfeited, without any encumbrance on the road or circle or the area to the BBMP for the default. Such a defaulter bidder shall be barred from bidding for a period of one year from the date of forfeiture of the deposit amount:

Provided that the license of any licensed or registered Advertiser who defaults twice in depositing the security deposit after winning the bid, shall be suspended and in case he fails to show cause within fifteen days of suspension, the license shall be cancelled, his security deposit, if any, forfeited and the licensed advertiser shall be barred from obtaining license for a period of three years.

(9) The advertisement for auction/tender shall contain details such as type of auction/tender (online or physical), venue (if applicable), application fee, details of the road or circle or the area being put to auction/tender for advertisement rights and the Minimum Auction Upset Price, contact details of the Auction/tender Nodal Officer and the advertisement for auction/tender shall be issued at least ten days in advance from the date of auction/tender, in at least one English and one Kannada newspaper with wide circulation in Bengaluru and Karnataka. The copies thereof shall be pasted in the BBMP head office, all the Zonal Office and all the offices of the Regional and Assistant Regional Officers for display in their respective office Notice Boards. The advertisement shall also be put on the BBMP website. The auction/tender shall be on e-Procurement portal of the Government.

(10) The final auction/tender winner shall be notified in terms of the application number and name and other details of the applicant.

(11) The Special Commissioner in charge of advertisements shall make detailed proceedings of the auction/tender with the name and all relevant details of the auction/tender winners for each road stretch or the circle or the area, as the case may be, and submit to the Chief Commissioner for approval and the agreement shall be entered into with the auction/tender winner by the Special Commissioner in charge of advertisements, after the said approval.

(12) The advertisement fee as per the winning bid amount shall be paid every month and any default therein shall be dealt with as per the provisions of these bye-laws.

8. Information as to erection or display of any paid advertisement by the licensed or registered advertiser and approval thereof.-

(1) Every licensed or registered advertiser who has been assigned paid advertisement rights over any road or circle or an area shall inform and apply in writing or through online system,-

(a) prior to every display or erection of any new or fresh infrastructure for advertisement by him in Form-III; and

(b) for renewal of an existing advertisement which was previously approved as a new advertisement under clause (a), in Form-VI;

to the concerned Zonal Commissioner, wherein the said area or road or circle is located:

Provided that in case the same is split over more than one zone then to the Zonal Commissioner under whom the majority of the road or circle or area lies.

(2) The Zonal Commissioner shall approve or reject the same within fifteen days from the date of receipt of application:

Provided that in case no order to either approve or reject is issued within fifteen days of the receipt of application from the advertiser, the same shall be deemed to be duly approved. The approval in such a case shall be automatically and digitally signed and issued by the software once the same is rolled out and until then the advertiser may act on the “deemed approved” clause without waiting for the manually signed approval.

Note: This clause applies only to a licensed advertiser who has been duly allotted a stretch of road or circle or an area under these bye-laws and with respect to advertisements on the said road stretch or circle or area.

(3) The approval of the application for fresh or new advertisement shall be in Form III-A and rejection thereof shall be in Form III-B. The approval of the application for renewal of an existing advertisement shall be in Form VI-A and rejection thereof shall be in Form VI-B.

(4) Every application under clause (1) shall contain the following, namely:-

(i) a plan of the advertisement to be erected or displayed indicating the height and other dimensions and the material proposed to be used as approved by a qualified Engineer;

(ii) a no objection certificate and agreement copy from the owner of the land or building where the advertisement is to be erected in a private land or building or a no objection certificate and/or agreement from the concerned State or Central Government Department, if the advertisement is to be erected on the land of the State or Central Government or a no objection certificate from the Chief Commissioner of the BBMP if the advertisement is to be erected on BBMP land or building;

Provided that, in respect of the State and Central Government land or building, the no objection certificate shall be issued by an officer not below the rank of an Assistant Executive Engineer.

NOTE: The advertisement fee payable to the BBMP is only for the rights to do advertisements for or on behalf of others. No right whatsoever accrues to such an advertiser merely by virtue of payment of advertisement fee to BBMP to erect or display any advertisement on any property or land or plot falling on the assigned road or area or circle without independently taking permission of the owner thereof and entering into a proper agreement for the same. The moneys payable to the owner of the property or land for such a usage by the licensed advertiser shall be over and above the advertisement fee payable to BBMP and are shall be decided between the licensed advertiser and the property owner.

(iii) a Google Map and Dishaank Map indicating the proposed location of the advertisement, along with the latitude and longitude of the location;

(iv) structural stability certificate and the Occupancy certificate of the building (wherever obtaining an occupancy certificate for such building is mandatory), in case of the advertisement proposed for erection on any existing building; and

(v) In case of any B-Register property used for display of advertisement, the said property shall be liable to pay as penalty an amount equal to the applicable property tax.

(5) Any advertisement erected or displayed without prior information in accordance with this bye-law shall be treated as unauthorized and liable for penalty at twice the per square foot rate over and above the monthly advertisement fee payable and the advertisement shall be immediately removed, as specified in these bye-laws.

(6) The advertising agency shall put its particulars and permission or approval number with a QR-Code, in a manner as may be specified by the BBMP on the advertisement, failing which the advertisement shall be treated as unauthorized and shall be removed immediately and shall be liable to pay penalty at twice the per square foot rate.

(7) Any change of location of display including Legacy Advertisement Bill boards by an advertiser, within his assigned area, may be done following the same process as is given in clauses (1), (2) and (3).

9. Appeal and Revision.—(1) Any appeal against any decision or order by the Joint Commissioner or by the Zonal Commissioner under these bye-laws shall lie to the Special Commissioner in-charge of advertisements and from his orders to

the Chief Commissioner. The revision on any decision of the Chief Commissioner shall lie with the Advertisement Regulatory Committee.

(2) The procedure to be followed in appeal shall be as follows, namely:-

(i) appeal shall be filed with the copy of the order appealed against within thirty days from the receipt of the order of an authority or when the course of action arose, whichever is later along with appeal fee as may be specified by the BBMP:

Provided that no appeal shall be admitted with respect to a demand notice issued for payment or recovery of advertisement fee and/or interest or any penalty, unless the appellant makes a prior deposit of at least fifty percent of the demanded amount with the BBMP.

Provided further that in case of appeal being successful resulting in refund either in part or full of the already deposited amount, the same shall be immediately refunded by the BBMP or adjusted against any other pending or future advertisement fee or other levies.

(ii) for sufficient cause, the appellate authority at his discretion may condone delay of filing the appeal up to thirty days;

(iii) Appellate authority shall, as far as possible, decide the appeal within four weeks; and

(iv) during the pendency of appeal in any forum, the hoarding owner or license holder shall not display any advertisement on the concerned hoarding.

10. Renewal of License.-Every license granted under these bye-laws may be renewed three months before its date of expiry and in case it has already expired then immediately. The application for renewal of license shall be made to the Chief Commissioner in Form-I three months before the date of expiry of the license and the provisions applicable to the grant of license shall mutatis mutandis apply to the renewal of license. The fee and security deposit specified for license shall be applicable for renewal also.

11. Manner of display of advertisement on vehicles/mobile displays.-

(1) No advertisement shall be displayed without the written permission of the Chief Commissioner, which shall be obtained after submitting an application in the Form-V for Mobile Displays to the Advertisement department of the BBMP (or through online system). The maximum size shall be as specified in these bye-laws. The approval shall be issued in Form-VA and rejection with reasons in Form V-B.

(2) No vehicle carrying the advertisement shall display any advertisement in a manner, form or method different from that which is approved by the Chief Commissioner:

Provided that the same shall in be in due conformity with the Motor Vehicle Act, 1988 (Central Act 59 of 1988) and rules made thereunder.

(3) No Mobile display shall be allowed to be parked within ten meters of any road-over-bridge, road-under-bridge or fly-over or traffic junction.

(4) Agencies displaying advertisements on other mobile media like BMTC buses or other vehicles belonging to the Government or Semi-Government or private organizations shall submit the list of vehicles along with registration numbers of the vehicles before displaying advertisement and the intended period of display to the Advertisement Department of the B.B.M.P. The Application shall be accompanied with a letter of no-objection from the owners of the vehicle (e.g.BMTC) giving the number of vehicles and the period of display applied for. The B.B.M.P shall then compute the taxes applicable and inform the same in writing to the agency. This information may be submitted by the owner of the vehicle also and the advertisements fee to be paid may be paid either by the vehicle owner or the advertiser.

(5) Advertisement fee shall be due immediately upon according of permission in this regard and the advertiser or the owner of the vehicle shall be liable to pay the advertisement fee and the same shall be deposited within seven days the demand becoming due for each month. In case of default in payment of the advertisement fee, the same becomes recoverable as per provisions for recovery of advertisement fee with interest under these bye-laws.

(6) The vehicles permitted to display advertisements as per this bye-law shall mandatorily display the permission order with its number and the name of the agency, in the manner as specified in these bye-laws.

(7) Mobile advertisements shall include vehicles carrying the products of manufacturers. However, in such cases, the advertisements shall be treated on par with self – advertisements:

Provided that, such self-advertisement shall require the prior permission of the Chief Commissioner and the rate of advertisement tax will be on par with that of mobile advertisements.

(8) Mobile advertisements may, at the discretion of the Chief Commissioner, be refused if in his opinion, these lead to traffic congestion or disruption or the locations applied for are in congested commercial places.

12. Prohibition of erection, exhibition, fixation and retention of display of advertisement without permission.-No person shall erect, exhibit, fix or retain upon or over any land, building, wall, hoarding, frame, post, kiosks, structure, vehicle, neon-sign or sky-sign, any advertisement or display to public view in any

manner whatsoever in any place within the jurisdiction of the BBMP without the prior written permission of the Chief Commissioner either as a general permission for a road or a circle or an area or individually for an advertisement:

Provided that the same may be accorded by the Zonal Commissioner as specifically delegated under these bye-laws or by such authority as may be delegated by the Chief Commissioner by an order in this regard.

13. Prohibition of erection, exhibition, fixation, retention of display of advertisements.-(1)The erection, exhibition, fixation or retention of display of the following advertisements shall be prohibited, namely:-

(1)within fifty meters from religious places, measured along the roads, on which temples, mosques, gurudwaras, churches and other such religious places are situated and hundred meters from religious places on roads leading exclusively to temples, churches, mosques and gurdwaras;

(2)within five meters of the edge of any fly-over, railway over-bridge, elevated corridor, communication tower and buildings and within fifteenmeters from BWSSB water tank and transmission tower over land;

(3) on any other street, road, crossing, junction, place, area, locality or part thereof as may be decided by the Chief Commissioner from time to time, in public interest for reasons to be recorded in writing;

(4) in the World Heritage areas;

(5) in national parks, forests and water bodies;

(6) in areas classified as remnant endangered regional ecosystems;

(7) any advertisement which may cause damage to the amenities or obstruct the view of any historic public building or buildings of national importance, monument etc.;

(8) advertisement which may cause distraction to motorists thereby endangering public safety;

(9) advertisements which may interfere with, obstruct the view of, or may be confused with any authorized traffic sign, signal or device because of its position, shape or colour, including signs illuminated in red, green or amber colour to resemble a traffic signal, and advertisement which make use of words STOP, LOOK, DETOUR, DANGER, CAUTION, WARNING, or such other word, phrase, symbol or character in a manner that misleads, interferes with, or confuses with authorized traffic message;

(10) advertisement proposed at any of the prohibited places including those listed in Schedule-1:

Provided that the Chief Commissioner may add more areas or spots or locations to Schedule-1 as deemed necessary.

(11) display of posters, graffiti or any other form of advertisement that may lead to disfigurement and compromise the city aesthetics;

(12) advertising in any manner or cause to be advertised, through any advertisement stuck, nailed, tied, attached, fixed or in any other manner on any tree;

(13) carrying of advertisement on animals, animal drawn vehicles or carriages or using live animals to advertise; and

(14) the Negative list of advertisement includes the following namely:-

- (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 any 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) lottery tickets, sweepstakes entries and slot machines related advertisements;
- (m) any psychedelic, laser or moving displays;
- (n) advertisement of weapons and related items (such as firearms, firearm parts and magazines, ammunition etc.);
- (o) advertisements which may be defamatory, trade libelous, unlawfully threatening or unlawfully harassing;
- (p) 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 (Central Act 60 of 1986);
- (q) Advertisement linked directly or indirectly to or include the 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 (Central Act 23 of 1940), the Drugs And Magic Remedies (Objectionable Advertisements) Act, 1954 (Central Act 21 of 1954) and the Indian Penal Code, 1860 (Central Act 45 of 1860); or
- (r) any other items considered inappropriate by the Advertisement Regulatory Committee.

(2) Whether any advertisement falls under above Clauses or not shall be decided by the Zonal Commissioner.

14. Restrictions on display of the hoardings and advertisements.-(1) No hoarding shall be permitted at intersection for a distance of fifty feet from the stop line of each approach road.

(2) No hoarding shall be permitted in the compulsory open space required to be maintained under the provisions of the Act, rules and bye-laws made thereunder, including public recreation grounds, playgrounds, parks and gardens.

(3) No hoarding shall be permitted on buildings of archaeological, architectural, aesthetical and historical and heritage importance.

(4) No hoarding shall be permitted in river beds, lakes and water bodies.

(5) In case of illuminated or neon-sign hoardings following restrictions shall be imposed, namely:-

(i) the level of luminance shall not exceed a source limit of 1rd/cm square and Illumination shall not be continued after 11:00p.m.;

(ii) the neon-signs in residential premises shall not be flickering;

(iii) the neon-signs shall be put off by 10:00 p.m.; and

(iv) no video or moving digital advertisements shall be allowed and LED Displays etc. shall be still only changing of images after minimum ten seconds shall be permissible.

(6) No advertisement shall be permitted on the traffic lights or High Mast lights or street lights or electric poles on the roads or circles.

(7) No hoarding shall be permitted which may obstruct the light or ventilation of any premises.

(8) Not more than two hoarding per 400 sq. mtrs. of plot area shall be permitted on private properties or layouts. For every additional 400 sq. mtrs of area, another two hoardings may be allowed. To avoid appearance of clutter, these shall be erected back to back, in the form of a "V" or separately facing the opposing traffic on the road.

(9) No hoarding shall be permitted on the walls other than dead walls of any building except wrap up neon or digital advertisements subject to other provisions of the Act and these bye-laws.

(10) No diesel generator sets shall be allowed to illuminate hoardings as they create noise and air pollution.

(11) No hoarding shall be erected to a height exceeding 25.0 meters above the road level.

(12) There shall be no hoarding or advertisement on footpath.

(13) No hoarding shall be projected on a public road.

(14) No hoarding shall be permitted one above another.

(15) Display of advertisement by means of wall painting shall not be permitted.

(16) Clubbing of the hoardings shall not be allowed except as "V"structure.

(17) No hoarding shall be permitted in the following conditions, namely:-

(a) any hoarding erected in such manner and at such place, which may cause obstruction or interference with the visibility of approaching, merging or intersecting traffic;

(b) the hoarding which may obstruct the vision of the sunrise or sunset from a location designated for such vision;

(c) the building, where action under the Act or under the Karnataka Town and Country Planning Act, 1961(Karnataka Act 11 of 1963) is pending either at BBMP level or in a court of law or the owner of the building has been issued with a stop work notice under any law;

(d) the building, which has been declared dangerous (partly or fully) or has been issued with a notice under the Act;

(e) an advertisement which may offend public moral and decency shall not be permitted. If the Chief Commissioner is satisfied that the contents of display there of violates norms of public normality and decency, the agency shall forthwith remove the display, after receipt of such intimation in writing;

(f) an advertisement which is in such form as it may obstruct the path of pedestrians and obstruct their visibility;

(g) an advertisement which is likely to affect any local amenity;

(h) an advertisement which may obstruct the visibility of any existing advertisement; and

(i) if the hoarding or advertisement is not designed and constructed in accordance with building and fire codes.

15. Removal of advertisements or displays.-(1) In case of prohibited or unauthorized advertisements and displays,-

(i) no advertisement or display or its infrastructure which is prohibited or without valid permission or otherwise violates any of the provisions of these bye - laws shall be erected or continued to be displayed;

(ii) if the same comes to the notice of the BBMP, it shall be removed by the Chief Commissioner or the Zonal Commissioner or the Joint Commissioner, after a written notice of seven days in Form-VII:

Provided that any unauthorized erection or display of advertisement on road or footpath or any land or property owned by the Government or BBMP or any Government owned Public Sector Unit or agency shall be removed immediately without any written notice.

(iii) apart from the removal, in case of private lands or properties, the owner of the property or land where infrastructure for unauthorized advertisement was created or unauthorized advertisement was displayed, is liable to pay penalty at the rate that is twice the rate fixed in auction/tender for the said road or circle or area:

Provided that where no such rate has been fixed then at twice the rate fixed in auction/tender for the nearest road or circle or area or twice the upset price fixed for the said road or circle or area, whichever is higher.

(iv) the recovery of penalty shall be together with the cost of removal of the unauthorized advertisement infrastructure and the advertisement or display;

(v) the penalty shall be liable to be paid from the date of erection of

infrastructure to display the advertisement:

Provided that the BBMP reserves the right to recover the above dues for the unauthorized advertisement from the advertiser instead of the owner.

Provided further that, the advertiser may be blacklisted from obtaining license for advertisement from the BBMP and in case he already has a license, then his license shall be immediately suspended and then shall be cancelled after issue of a seven days notice in Form-VII.

(2) in case of authorized advertisement in default of payment of advertisement fees or interest,-

(i) any non-payment of advertisement fees or the interest as per the provisions of these bye-laws for advertisement or its infrastructure which is otherwise erected or displayed with permission or in accordance with these bye-laws, shall attract an interest at a rate of eighteen percent per annum for the period of the delay in payment. The method of calculation of delay shall be as specified under bye-law 3;

(ii) in case of default in payment, the Zonal Commissioner shall issue a Defaulter-Demand-cum-Show Cause Notice in Form-VIII demanding the payment of the advertisement dues and the applicable interest and penalties, if any;

(iii) the advertiser shall comply with the Defaulter-Demand-cum-Show Cause Notice or reply giving cause within seven days from the date of its receipt;

(iv) the Chief Commissioner or the Zonal Commissioner or the Joint Commissioner, as the case may be, shall give an opportunity to hear the advertiser and pass the order, in not more than twenty days from the date of issuance of the original Defaulter-Demand-cum-show-cause notice;

(v) the advertiser shall comply with the order immediately and in case the advertiser fails to comply with the order, then the Zonal Commissioner or the Joint Commissioner shall cause it to be implemented including the removal of the advertisement and/or recovery of the dues;

(vi) the approval or assignment of the advertisement rights in favour of such a licensed advertiser shall be immediately suspended and his license shall be cancelled after issuing a seven days notice in Form-VIII and order issued thereupon and he shall be blacklisted;and

(vii) in case of failure to pay the advertisement fee, penalty, interest etc. within fifteen days of the order in this regard, the same may be recovered along with the cost of such a removal, from the advertiser or the owner of the property or land as arrears of advertisement fee and in the manner specified for recovery of the same under these bye-laws.

16. Hoardings and their content criteria.-(1)For all categories of displays and advertisements, the text elements on an advertising or display device face should be easily discernible to travelling motorists to minimize driver distraction and a sign shall be quickly and easily interpreted so as to convey the required

advertising or display message to the viewer and reduce the period of distraction.

(2) The content or graphic layout exhibited on advertising or display device panel shall avoid hard-to-read and overlay intricate type faces and have letter styles that are appropriate. Under no circumstances shall, the 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 may be detrimental to the smooth flow of traffic and distracting for the driver.

(3) All signs shall be so designed as to maintain a proportion where, as a general rule, letters shall not appear to occupy more than twenty five percent of the sign area, unless otherwise permitted by the BBMP.

17. Advertisements or displays for which neither permission nor payment is required.-(1)The following types of advertisements, excluding illuminated advertisements and sky-signs, shall not be required to obtain permission or make payment provided their size is within the limits prescribed under these bye-laws:-

- (i) self-advertisements displayed within window of a building; or
- (ii) self-advertisement or advertisement related to the trade or business carried on within the land or building upon or over which such advertisement is exhibited, or to sale or letting of such land or building or any effects therein or to sale, entertainment or meeting to be held upon in such land or building; or
- (iii) advertisements or display related to the name of the land or building or occupier or owner, upon or over which the advertisement or display is exhibited; or
- (iv) advertisement or display related to the own activities by any railways including metro or state transport or any Government owned agencies or departments; or
- (e) advertisement exhibited inside the train or metro coaches.

(2) In case, the free advertisement exceeds the maximum permissible area permitted for an individual advertisement, the full advertisement shall become liable for payment of advertisement fee as specified under bye-law 3.

18. Advertisement on public infrastructure, Legacy Advertisements and existing public-private-partnership and other agreements or permissions.-(1)The right to display advertisement on public infrastructure, including those created in stretches of roads or circles or areas assigned to a licensed or registered advertiser in accordance with these bye-laws, shall be assigned independently, by way of a public auction/tender or through a Public Private Partnership in due compliance of the Karnataka Transparency in Public Procurement Act, 1999 (Karnataka Act 29 of 2000) and rules made thereunder.

(2) These advertisements shall not be counted for the purpose of calculating the upper limit on the area permitted for display of advertisements to a bid winner of a road stretch or a circle or an area, where such public infrastructure may come up. In such cases unless the auction/tender or rate discovery under the Karnataka Transparency in Public Procurement Act, 1999 (Karnataka Act 29 of 2000) is of the rate of advertisement fees payable, the advertisement fee shall be separately payable at the rate otherwise fixed as minimum auction price or rate for the said road or circle under Schedule-2:

Provided that where no such rate has been fixed or available then at the minimum upset price or rate fixed for the nearest road or circle or area under Schedule-2.

Provided further that, the right to advertise on public infrastructure already assigned to persons or agencies, including in Public Private Partnership (PPP) Projects, with due approval of the BBMP, before these bye-laws, shall be saved.

Provided also that the size, height and ground clearance shall be brought in conformity with Schedule-3 in these bye-laws. The said person or agency shall be liable to pay to the BBMP the advertisements fee or levies as per the valid and continuing agreement, duly entered into by them with the authority which has assigned them those rights. The rate of advertisement fee payable for such advertisement, subject to such rate as may be specifically written in the agreement, shall be the rate fixed as minimum auction or the upset rate for the said road or circle.

Provided also that, where no such rate has been fixed or available then at the rate fixed for the nearest road or circle or area.

(3) In every new public private partnership project or agreement, based on which the advertisement rights are allowed on any public infrastructure in due conformity of the provisions of the Karnataka Transparency in Public Procurement Act, 1999 (Karnataka Act 29 of 2000), the advertisement fee shall be payable at the upset rate or price fixed for that road or circle or the area:

Provided that where no such rate has been fixed or available then at the upset or minimum auction rate fixed for the nearest road or circle or area, as the case may be.

(4) In determining the concession period or any other transparent criteria, as may be adopted for the assignment of the bid, the expected revenue returns, cost of infrastructure, maintenance and the period of concession and amount that the bidder bids for the concession, if any, shall be taken into consideration. The expected Internal Rate of Return and Net Present Value that accrues to the bidder shall be evaluated before the Public Private Partnership project or agreement based assignment of the advertisement right on any public infrastructure.

(5) The following categories of public infrastructure may be used for display of paid advertisement on commercial considerations, namely:-

-
- (i) Metro infrastructure such as piers, viaduct and outside of stations and depots;
 - (ii) Travel and Transit Management Centers;
 - (iii) Bus shelter;
 - (iv) Foot over bridges or skywalks;
 - (v) Public Toilets including e-Toilets;
 - (vi) Electric Vehicle Charging Stations and Traffic Police Chowki; and
 - (vii) any other Public Private Partnership project creating public infrastructure.

(6) In case of the existing authorized Legacy Advertisements:-

(i) the existing authorized Legacy Advertisements which were permitted prior to these bye-laws shall be saved and continue to be allowed as per the original agreement or permission, except the size, height, and ground clearance which shall be brought in conformity with these bye-laws, within a period of six months from the date of coming into force of these bye-laws;

(ii) the advertiser shall apply in Form-IV and obtain the approval for continuation of display of the advertisement as per the original time limit specified in the original agreement or permission in Form-IVA within three months of these bye-laws and after three months the same shall be treated as unauthorized and action shall be taken thereon as specified under these bye-laws for unauthorized advertisements;

(iii) in this context, unless the agreement specifically fixes a rate for advertisement fee or tax and if so fixed then, the said rate continues to be binding as under the agreement and the advertisement fee payable shall be at the rate obtained in the auction/tender for the said road or circle:

Provided that where no such rate has been fixed then at the rate fixed in auction/tender for the nearest road or circle or area or at the upset price fixed for the said road or circle or area, whichever is higher.

(iv) The display of legacy advertisements not conforming to size, height and ground clearance as specified under these bye-laws shall not be allowed after the grace period of six months.

19. Norms with respect to hoarding or billboard.-(1) It shall not be permissible to erect hoarding larger in size as specified in Schedule-3.

(2) A minimum distance of two meters shall be maintained beyond the edge of the right of way.

(3) The advertisement along roads shall not be permitted within a distance of twenty five meters from the stop line of the approach road or junction.

(4) Sandwich (back to back) and 'V' shape hoarding having standard size shall be permitted.

(5) The structural framework supporting the advertisement board shall not be oversized compared to the permitted board size and shall be within tolerance limits on either side laterally. No vertical tolerance shall be permitted except the columns up to the ground clearance. Any incremental deviation shall be deemed to be an increase in the size of the advertisement board against norms and breach of the terms and conditions of the permit.

(6) Construction fence may be allowed as no lit special advertising structure, temporary in nature, which shall be non-standard advertising field, subject to the height restriction specified in these bye-laws.

20. Inspection of advertisements.-The Chief Commissioner or the Zonal Commissioner or the Joint Commissioner or any officer authorized by them in this behalf shall make periodical inspection of advertisements erected and verify whether advertisements are being maintained in accordance with the conditions specified in the license. During such inspection, if it is noticed that the advertisements are not in accordance with provisions of the Act and these bye-laws and the conditions of the license, the Chief Commissioner or the Zonal Commissioner or the Joint Commissioner shall take such action as specified under these bye-laws.

21. Defacement of the sign or mark or letter of advertisement prohibited.-No person shall deface or cause to be defaced any sign or mark or letter or words, that shall have been put by the Chief Commissioner on the advertisements erected, exhibited, fixed, retained or displayed in token of their having been permitted or approved by him and of the fee having been collected thereon. The same shall be handled as per provisions of the relevant laws in this regard.

22. Permission for free advertisement.-The Chief Commissioner or the Zonal Commissioner or the Joint Commissioner may grant permission for free display of advertisements to any department or organization belonging to the Central or State Government or to the BBMP or any other Not-for-Profit Institution or organization or trust for displaying public interest messages, with reasonable restrictions and such other terms and conditions as may be decided the Chief Commissioner.

23. Advertisement Regulatory committee.-(1) An Advertisement Regulatory Committee shall be constituted at the highest level to accord prior approval to advertisement agencies or sites or devices after rejection by the Chief Commissioner or by the Competent Authority appointed by the Chief Commissioner.

(2) The Committee shall be the first stage of appeal for all rejected applications or for removal of devices order made by the Chief Commissioner, which may endanger safety of the public.

(3) It shall meet once a month to monitor the compliance, enforcement and removal of unauthorized advertisement devices and those affecting the safety of the public.

(4) The Advertisement Regulatory Committee shall consist of the following members, namely:-

(i)	The Additional Chief Secretary to Government, Urban development Department	Ex-officio Chairperson
(ii)	The Commissioner of Police, Bengaluru or his nominee not below the rank of Joint Commissioner of Police (Traffic)	Ex-officio Member
(iii)	The Managing Director, BESCO	Ex-officio Member
(iv)	The Chairman, Tax and Finance Committee of BBMP	Ex-officio Member
(v)	Joint/Deputy Commissioner, Advertisement, BBMP	Ex-officio Member
(vi)	The Special Commissioner (Estate), BBMP	Ex-officio Member
(vii)	A representative of the industry from a Registered Outdoor Advertisement Association	Member
(viii)	The Chief Engineer (Road Infrastructure) BBMP	Ex-officio Member
(ix)	Special Commissioner in charge of the Advertisements	Ex-officio Member-Secretary

Provided that, the BBMP may add, remove or change the members of the Committee.

24. Maintenance of registers.-A register as in Form-IX shall be maintained by the respective Zonal Officer of BBMP regarding issue of license, permission etc., for erection of advertisement or hoarding and collection of fee and penalty in this regard.

25. Bye-Laws to be available online.-A copy of these bye-laws shall be available online, free of cost to citizens and a copy thereof shall be kept at the BBMP offices, including at the Head office, Zonal office, RO office, ARO office and Ward office and during office hours shall be open, free of charge for inspection by any person.

26. Removal of difficulties.-The Chief Commissioner may issue suitable directions and clarifications on any aspect of these bye-laws and pass appropriate orders to remove difficulties in their implementation. The Forms attached with these bye-laws may be suitably modified and adopted for any purposes of these bye-laws with the approval of the Chief Commissioner.

27. Repeal and Savings.- The Bangalore MahanagaraPalike Advertisement Bye-laws, 2006 and the Bruhat Bengaluru MahanagaraPalike Outdoor Advertisement and Public Message Bye-laws, 2018 are hereby repealed: Provided that such repeal shall not affect:

- (i) (a) the previous operation of the said bye-laws or anything duly done or suffered thereunder; or
- (b) any right, privilege, obligation or liability acquired, accrued or incurred under the said bye-laws.
- (ii) any reference in any bye-laws or order to the bye-laws repealed by sub-clause (1), shall be constructed as a reference to these bye-laws.
- (iii) all proceedings commenced under the bye-laws repealed by sub-clause(1), and pending on the date of commencement of these bye-laws shall be continued and disposed off in accordance with the provisions of these bye-laws.

SCHEDULE-1
(see bye-law 7)

There shall not be any display of advertisement of any type in the following areas, namely:-

- 1.Kumara Krupa Road, Windsor Manor Junction to Shivananda Circle.
- 2.Rajbhavan Road, High Grounds to Minsk Square.
- 3.Sankey Road, High Grounds to Windsor Yield Signal.
- 4.Ambedkar Veedhi, K R Circle to Infantry Road Junction.
- 5.Post Office Road, K R Circle to SBI Circle (K G Road)
- 6.Chalukya Circle
- 7.Maharani College Road/Sheshadri Road
- 8.K R Circle
- 9.Environs of Cubbon Park and Lalbagh
- 10.Nrupatunga Road, K R Circle to Police Corner Junction
- 11.Palace Road, SBI Circle to Chalukya Circle.

NOTE: (1) Only exceptions shall be the advertisements displayed on the already existing Foot Over Bridges, Sky walks, Bus Shelters and e-Toilets constructed under Public-Private Partnership model.

(2) Chief Commissioner may add more areas to this Schedule, as may be deemed necessary in this regard.

SCHEDULE-2

(see bye-law 3)

Sl. No	Road or Area or Circle Type	Minimum Rate per Sq Foot per month (in Rupees)
1	Any road or area or circle with Guideline Value under section 45B of the Karnataka Stamp Act, 1957 less than Rs 3000 per Sq Foot	40/-
2	Any road or area or circle with Guideline Value under section 45B of the Karnataka Stamp Act, 1957 from Rs 3000 per Sq Foot but less than Rs 5000 per Sq Ft	50/-
3	Any road or area or circle with Guideline Value under section 45B of the Karnataka Stamp Act, 1957 from Rs 5000 per Sq Foot but less than Rs 10000 per Sq Ft	60/-
4	Any road or area or circle with Guideline Value under section 45B of the Karnataka Stamp Act, 1957 from Rs 10000 per Sq Foot but less than Rs 20000 per Sq Ft	70/-
5	Any road or area or circle with Guideline Value under section 45B of the Karnataka Stamp Act, 1957 from Rs 20000 per Sq Foot but less than Rs 50000 per Sq Ft	80/-
6	Any road or area or circle with Guideline Value under section 45B of the Karnataka Stamp Act, 1957 from Rs 50000 per Sq Foot but less than Rs 100000 per Sq Ft	90/-
7	Any road or area or circle with Guideline Value under section 45B of the Karnataka Stamp Act, 1957 from Rs 1 Lakh per Sq Foot but less than Rs 2 Lakh per Sq Ft	100/-
8	Any road or area or circle with Guideline Value under section 45B of the Karnataka Stamp Act, 1957 more than Rs 2 Lakh per Sq Foot	110/-

SCHEDULE-3

(see bye-law 3)

The maximum and dimensions in feet permissible sizes and the minimum rate per Sq Ft for the **auction/tender** and other purposes.

Sl. No	Type or Description of Advertisement or Display	Where Permitted	Where Not Permitted	Type of Area/Road/ Circle	Length (parallel to road) (in feet)	Width (vertical to road) (In feet)	Maximum Height (in feet)	Minimum Ground Clearance (in feet)	Rate in Rupees per Square Foot per month	Remark
1	Billboard, Hoarding, Unipole or bipole or truss structure	(i) Roads not less than 60 feet or commercial or industrial areas as per Master Plan (ii) Details in Bye Laws	As per Bye Laws 13 and 14 and other bye laws	>=60 feet &< 80 feet	30	20	75	7 feet if erected on ground. Not applicable for wall mounted or on roof top.	(i) As per rate obtained in auction/tender subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Bye Laws	Not allowed to project beyond the roof on any side. Not allowed to project over RoW and must be at least 5 meters away from edge of RoW
				>= 80 feet &< 100 feet	35	20	75			
				>= 100 feet and< 200 feet	40	25	75			
				>= 200 feet	40	30	75			
2	Trivision	(i) Roads not less than 60 feet or commercial or industrial areas as per Master Plan (ii) Details in Bye Laws	As per Bye Laws 13 and 14 and other bye laws	60% of the dimensions permitted for Billboards etc			50	10 feet if erected on ground. Not permissible on the roof tops or wall mounted.	(i) As per rate obtained in auction/tender subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Bye Laws	Not allowed to project over RoW and must be at least 5 meters away from edge of RoW

3	Variable Message Advertising Devices such as LED/LCD and electronic displays etc	(i) Roads not less than 60 feet or commercial or industrial areas as per Master Plan (ii) Details in Bye Laws	As per Bye Laws 13 and 14 and other bye laws	60% of the dimensions permitted for Billboards etc	50	7 feet if erected on ground. Not applicable for wall mounted or rooftop	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Bye Laws	Not allowed to project beyond the roof on any side. Not allowed to project over RoW and must be at least 5 meters away from edge of RoW
4	Public Toilets/Public Utilities such as Drinking Water Kiosks, Bill Kiosks etc	(i) Roads not less than 60 feet or commercial or industrial areas as per Master Plan (ii) Details in Bye Laws	As per Bye Laws 13 and 14 and other bye laws	(i) As a building wrap but leaving at least 2 feet on top and one foot towards bottom (ii) As display board sitting on roof of toilet not more than 4 feet in width (vertical) and length not more than length of toilet roof	2.5 feet above the roof of toilet	Not applicable as it is wall mounted advertisement	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Bye Laws	Not allowed to project beyond the roof on any side. Not allowed to project over RoW
5	Kiosks for Police Assistance, Traffic Assistance, Tea/Coffee Kiosks, Snack Bars, Pann, Florist, Cigarette Kiosks, Barber, Cobbler Kiosk	(i) Roads not less than 60 feet or commercial or industrial areas as per Master Plan (ii) Details in Bye Laws	As per Bye Laws 13 and 14 and other bye laws	(i) A poster of size fitting within the side walls or front face of the KIOSK and not more than 70% thereof (ii) As display board sitting on roof of toilet not more than 4 feet in width (vertical) and length not more than length of KIOSK roof	1.5 feet above the roof of toilet	Not applicable as it is wall mounted advertisement	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Bye Laws	Not allowed to project beyond the roof on any side. Not allowed to project over RoW
6	Benches, Clock Towers, Dustbins, Street	(i) Roads not less than 60 feet or commercial	As per Bye Laws 13 and 14 and other	A display of size fitting within the dimensions of the furniture/item and not more than 70% thereof	Not Applicable	Not applicable as it is pasted	(i) As per rate obtained in auction subject to prescribed	Not applicable

Furniture etc	Commercial or industrial areas as per Master Plan (ii) Details in Bye Laws	Bye laws				Advertisement	Minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Bye Laws	
7	Metro Pillars, Road Flyover Pylons etc	(i) Roads not less than 60 feet (ii) As per where such structures exist (iii) Details in Bye Laws	As per Bye Laws 13 and 14 and other bye laws	(i) Display of size fitting within the dimensions of the Pillar or Pylon. But not more than 10 feet in height nor projecting beyond the pillar or pylon. (ii) In case of T-Shaped Pillar/Pylon supporting the flyover, the display shall be restricted to only the vertical pillar and not extend beyond the width of the vertical pillar.	20 feet	6 feet	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Bye Laws	Not allowed to project beyond the vertical pillar or pylon on any side. Not allowed to project over RoW
8	Flag Signs	Allowed only in commercial areas/markets (ii) Used by shop owners in the market areas and shall be of uniform size and pattern	As per Bye Laws 13 and 14 and other bye laws		6 feet	4 feet	Not Applicable	(i) Shall not obstruct any vehicular or pedestrian traffic or movement (ii) Shall not have sharp edges (iii) Shall be displayed only at the markets or commercial areas.

9	Informal Advertising devices	Only at demarcated spaces and spots and plots or specific walls	(i) As per Bye Laws 13 and 14 and other bye laws (ii) Not permitted on any road	length (horizontal)	7 feet	5 feet width (vertical)	Not Applicable	10 feet	As per rate obtained in auction subject to prescribed minimum rate per Sq Ft
10	Bus Advertisements (both private and public)	Only displayed on the bus	Not permitted to stand at a spot and display	Shall not exceed 70% of the surface area of each side of the vehicle except the front of the vehicle where it is impermissible.	Not Applicable	10 feet	Rs 50/sq.ft Or Rs 500per month per vehicle	(i) No vehicle is permitted for the sole purpose of advertising (ii) Permitted only on vehicles whose primary purpose is transportation of persons or commodities (iii) No vehicle carrying advertisement shall be parked on any public RoW or in a private location visible from a public RoW(iv) No animation or movement is permitted in the ads (v) Shall not interfere with the vehicle signs such as Bus Number, Route Info etc	
11	Metro Rail Advertisements	Only displayed on the Metro rail		Metro rail or city rails running within the city can use the entire exterior body of the rail wagon for the purpose of advertisement	Not Applicable	Not Applicable	Rs 50/Sq Ft or Rs 750 per coach per month		

12	Delivery and Service Vehicles Advertisements	Only displayed on the vehicle	Not permitted to stand at a spot and display	Shall not exceed 50% of the surface area of each side of the vehicle except the front of the vehicle.	Not Applicable	6 feet	Rs 75/Sq Ft or Rs 750 per Vehicle per month	(i) No vehicle is permitted for the sole purpose of advertising (ii) The delivery vehicle shall only be permitted to advertise their own product/services offered (iii) No animation or movement is permitted in the ads (iv) Not permitted to park on the public RoW
13	Taxi and intermediate public transport like taxis, auto-rickshaw	Only displayed on the vehicle	Not permitted to stand at a spot and display	Shall not exceed 70% of the surface area of each side of the vehicle except the front of the vehicle.	Not Applicable	6 feet	Rs 50/Sq Ft or Rs 500 per Vehicle per month	(i) No vehicle is permitted for the sole purpose of advertising (ii) Permitted only after permission from the Traffic Police and RTO (iii) No animation or movement is permitted in the ads
14	Airborne devices	Only permitted on case to case basis by the Chief Commissioner BBMP	(i) As per Bye Laws 13 & 14 & other bye laws (ii) Not permitted on any road	Not more than 300 Sq Ft		60 feet	Rs 200/-	(i) Permissible only for social messaging (ii) The erection, fixing and use shall be secure and in accordance with guidelines by BBMP in this regard
15	Bus Shelter	Only permitted in the Bus Shelters upon specific approval by BBMP	As may be decided by the BBMP	(i) As a display on the sides of the Bus Shelter facing the road such that it does cover more than 70% of the area of the side. (ii) As display board sitting on roof of bus shelter not	4 feet above the roof of bus shelter	Not applicable as it is a mounted advertisement	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or	Not allowed to project beyond the roof on any side. Not allowed to project over RoW

				more than 4 feet in width (vertical) and length not more than length of shelter roof (iii) Inside the shelter on the back wall but not covering more than 70% of the backwall area			Agreement as per Bye Laws	
16	Parking Spaces & Signs therein	Only permitted in the Parking Spaces upon specific approval by BBMP	As may be decided by the BBMP	As may be approved by the BBMP	As may be approved by the BBMP	6 feet	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Bye Laws	(i) Parking Signs should be electronically controlled to give clear information about occupancy status (ii) Standing Devices shall be placed at the edge of the authorized parking lots in a manner not to interfere with the vehicular or pedestrian movement (iii) The standing devices shall be spread across maximally on three sides of the periphery edge and shall not exceed 50% of the sum total of the peripheral edge length. (iv) No advertisement device shall be permitted abutting the (a) Access road in front of parking lot (b) Shopping arcade precincts (c)

								access roads/lane leading to another facility beyond.
17	Parking (Two Display Boards)	Only permitted in the Parking Spaces upon specific approval by BBMP		Upto 200 Sq Ft	As may be approved by the BBMP	7 feet	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Bye Laws	(i) Two displays boards of upto 40 ft x 8 ft each shall be permissible in each parking lot assigned to an entity (ii) The boards will contain advertisement in first half portion (20 ft x 8 ft) and parking rates prescribed in the other half portion
18	Landscape advertisement or sponsored advertisement	Only permitted in the Landscape location upon specific approval by BBMP	As may be decided by the BBMP	As may be decided by the BBMP	As may be approved by the BBMP	7 feet where ever executed on the ground	(i) As per rate obtained in auction subject to prescribed minimum rate per Sq Ft or (ii) As per PPP or Agreement as per Bye Laws	the Landscape shall be adequately maintained
19	Fence advertising devices	Only at the specific spots and fences approved by BBMP	As may be decided by the BBMP	3 feet	3 feet	9 sq ft	Maximum height of fence subject to upper limit of 4 feet	As may be approved by the BBMP
20	Traffic Barricading	As permitted by BBMP	As may be decided by the BBMP	3 feet	3 feet	9 sqft	Mounted on the traffic barricading	mounted on the traffic barricading
21	Facia Sign Display or Awning	Only as self advertisement on a	As per Bye Laws 13 and 14	Maximum 4 feet width (vertical) and length not more than the length of the property side	Mounted on the top of the entrance to the	Mounted on the top of the	NIL within the size limit and Rs 25/Sq Ft after it	(i) Shall not extend beyond the side length of the commercial

	Display or any Self Advetisement on a commercial property	commercial premises		facing the road for each permitted/legal floor of the property or equivalent area in Squire Feet For example a commercial property has 30 feet front and 3 floors then for each floor self ad permitted is $4 * 30 = 120$ sqft	commercial property	entrance to the commercial property	crosses size limit	property nor vertically it should be more than 4 feet (ii) In case of a commercial property facing two or more roads, the facade or self advertisement may be displayed on each such side. (iii) In case the actual area is more than the maximum prescribed limits here, the same shall be chargeable as per Bye Laws. (iv) Within this upper limit of self advertisement, the signs or displays of other commercial properties within the building can be also displayed. (v) In case of unauthorized floor or construction the whole advertisement shall be paid at the rate prescribed.
22	Projected Sign Installed on the building	Only as self advertisement on a commercial premises	As per Bye Laws 13 and 14	Maximum height of letters not exceeding 12 inch horizontally and not exceeding 18 inch vertically.	7 feet	40 feet	NIL within the size limit and Rs 25 after it crosses size limit	(i) In no case shall any projecting sign be attached to a lampost or traffic sign or any vertical struture other than the shop from where the business is done. (ii) Not

								permitted to be attached to heritage building and such restricted or prohibited buildings as per Bye Laws (iii) Shall not extend over the RoW and shall be at least 5 feet inside the edge of the RoW.
23	Real Estate Sign or Welcome Sign or Construction Sign or Name Plate	Only as a self-advertisement on the property	As per Bye Laws 13 and 14 and other bye laws.	Less than 30 Sq Feet for all but less than 7 Sq Feet for name plate	6 feet	NA	NIL within the size limit and Rs 25/Sq Ft after it crosses size limit	(i) These signs are temporary in nature (ii) Non Illuminated (iii) After the building permit in case of construction sign (iv) No portion of the sign shall project over the RoW or carriage way
24	Direction Signs	Roads not less than 60 feet or the commercial or industrial areas as per the approved Master Plan	As per Bye Laws 13 and 14 and other bye laws.	Rectangular plate not more than 6 Sq Feet but no side more than 3 feet in length	6 feet	4 feet	(i) Nil within the upper size limit if on own property or land and Rs 100 per sign per month if size exceeds upper limit (ii) As per rate obtained in the auction if not a self-advertisement (iii) Rs 100 per sign per month if on public infrastructure	

25	Any other display or Advertisement	Roads not less than 60 feet or commercial or Industrial area as per Bye Laws	As per Bye Laws 13 and 14 and other bye laws	As may be decided by the Chief Commissioner in conformity of the Bye Laws	As may be decided by the Chief Commissioner as per Bye Laws
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FORM-I
APPLICATION FOR GRANT OF FRESH OR RENEWAL OF
ADVERTISEMENT LICENCE

(see bye-law 5)

To
Chief Commissioner BBMP

Subject: Application for grant of fresh/renewal of Advertisement License to an Agency, reg

Sir,

As per the BBMP Act 2020 and the Advertisement Bye-Laws, 2024, the undersigned apply for grant of fresh/renewal of Advertisement License with the following details:

Sl. NO	Item	Reply
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU) (attach the copy of registration or incorporation and the LICENCE SHALL BE ISSUED IN THIS NAME)	
2	Existing License Number (in case of renewal application) with date of issuance & expiry	
3	Registered Address of the Applicant (attach the copy of registration or incorporation or Government document reflecting the proof of registered office)	
4	Address for Correspondence of the Applicant (attach the copy of registration or incorporation or Government document reflecting the proof of registered office)	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	

7	Whether the Applicant has been previously blacklisted by any other authority in connection with display of advertisements (attach details if applicable)	
8	Whether the Applicant has any unpaid dues or unpaid demand whatsoever of the BBMP (attach details if applicable)	
9	Whether the Applicant has any payable penalties to any authority in connection with display of advertisements (attach details if applicable)	
10	Whether the Applicant was involved in any incident endangering the public safety (attach details if applicable)	
11	Attach the following whichever is applicable -	
	(i) Challan or ONLINE Payment proof for License or Registration Fee (in case of rejection of application, the fee shall be refunded within 10 days)	
	(ii) Certificate of Incorporation or Registration Certificate	
	(iii) Copy of Shop & Establishment Certificate	
	(iv) Copy of current account passbook or cheque of the business account of the Applicant	
	(v) Aadhaar Number or the Government ID proof of the Authorized Representative of the Applicant	
	(vi) Copy of the PAN of the Applicant	
	(vii) Copy of the TAN of the Applicant	
	(viii) Copy of GST Registration Certificate and GST Number	
	(ix) Affidavit as per format prescribed as undertaking and comprehensively indemnifying the BBMP and the Government from all damages and losses including life and property	
	(x) Copy of registration with ESI/PF	
	(xi) Copy of Professional Tax Registration	
(xii) Any other document as deemed relevant by the Bidder		

Signatures of the applicant

Declaration of the Applicant

I/We have read and understood the Advertisement Bye Laws 2024 and Rules and Regulations of the BBMP. I/We hereby agree to abide by all the clauses of the Advertisement Bye Laws, 2024, statutory provisions contained in the BBMP Act 2020 and the relevant Rules thereunder. The BBMP shall have the right to withdraw this license to be issued and take all relevant action as per the Advertisement Bye Laws 2024 and other stipulations as prescribed under the law & rules to be issued if I/we fail to abide by or violate any of the provisions thereof.

Signatures of the applicant

ACKNOWLEDGEMENT

Received the application fresh/renewal of license as Registered or Licensed Advertiser from _____ (Agency Name) on _____ day of _____ of the year _____

Signature and date

Format for Affidavit giving Undertaking and Indemnity Bond as part of Application for License for Advertisement

AFFIDAVIT

I, Shri/Smt/Messrs _____, age _____, sex _____, ordinarily resident at _____ (address), am the owner/Authorized Representative of the _____ (Name of the Agency/Applicant) and I am competent to swear this affidavit on behalf of the said Agency/Company/Proprietary Firm/Government Department/PSU for the purpose of obtaining License for Advertisement from the Bruhat Bengaluru MahanagarPalike and do hereby swear/solemnly affirm as follows –

- (1) I/We have read and understood the Advertisement Bye Laws 2024 and Rules and Regulations of the BBMP. I/We hereby agree to abide by all the clauses of the Advertisement Bye Laws 2024, statutory provisions contained in the BBMP Act 2020 and the relevant Rules thereunder.
- (2) The BBMP shall have the right to withdraw this license to be issued and take all relevant action as per the Advertisement Bye Laws 2024 and other stipulations as prescribed under the law and rules to be issued if I/we fail to abide by or violate any of the provisions thereof.
- (3) The Applicant has furnished all relevant information truly and completely which has any bearing on approval for License for Advertisement being issued to the undersigned.
- (4) I/We understand that in case any information or declaration given in the application for the Advertisement License is found to be false or incorrect then the BBMP has a right to suspend the license and cancel it as well.
- (5) The Applicant shall be responsible for obedience of all laws and rules and safety and other statutory requirements.
- (6) The Applicant understands that the License for Advertisement is merely in the nature of empanelment with the BBMP and does not by itself entitle the Licensee to undertake advertisement for or on behalf of others. Any such action to advertise for or on behalf of other without a separate and specific approval in favour of the Licensee by the BBMP shall be unauthorized and shall lead to cancellation of the License apart from forfeiture of the License Security Deposit kept with the BBMP. The Applicant understands that we/I shall be liable for all further action as per the BBMP Advertisement Bye Laws 2024 including filing of criminal case under section 326 of the BBMP Act 2020.

(7) The Applicant undertakes to indemnify the BBMP from and against all losses, claims or damages on account of bodily injury, death or damage to tangible personal property arising with respect to any person, corporation or other entity attributable to the Indemnifying Party's actions or performance or non-performance once the License for Advertisement is issued.

(8) This undertaking is binding upon us, our heirs, executors, administrators, successors and assignees.

Dated this _____ day of _____ the year _____

Signatures of the Owner/Authorized Person

Witnesses

[1] _____ (signatures)

Name and Address

[2] _____ (signatures)

Name and Address

FORM-II
LICENCE FOR ADVERTISEMENT AGENCY

(see bye-law 5)

No.....

Date.....

Reference: - (Application details)

In pursuance of the above referred Application, following license has been issued by Bruhat Bengaluru MahanagaraPalike declaring the following as the License Advertiser to undertake display of advertisements on behalf of other persons or agencies as per BBMP Advertisement Bye Laws 2024.

1	License No	
2	Name of the Licence Holder	
3	Registered Address of the License Holder	
4	Postal Address of the License Holder	
5	Email of Licence Holder	
6	Mobile Number of Licence Holder	
7	License Valid from	
8	License Valid until	
9	Online User ID	

CONDITIONS :

- (1) This license / Permission is not transferable.
- (2) The licence/registration is subject to terms and conditions as contained in the BBMP Advertisemnt Bye Laws 2024.
- (3) Any other conditions that may be included from time to time.

Issued by Order of
Chief Commissioner BBMP

FORM-III
APPLICATION GIVING PRIOR INFORMATION AND FOR PERMISSION TO
ERECT AN ADVERTISEMENT

(see bye-law 8)

To
Zonal Commissioner, _____ Zone

Subject: Application giving prior information and seeking approval of
Erection and display of advertisement by _____ (name of
The Agency), reg

Sir/Madam,

As per the BBMP Act 2020 and the Advertisement Bye Laws 2024, the undersigned gives the following prior information with respect to erection and display of advertisement and seeks approval thereof –

ABSTRACT OF THE FORMATS FILLED AND ATTACHED WITH THIS APPLICATION

Sl.No	Item	Reply
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid License for Advertisement)	
2	License Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Number of Advertisements for which information and permission to erect is requested in this application	
8	Formats duly filled for each advertisement to be erected attached with this application or not? If yes then write the number of duly filled formats attached.	

I understand that above is the abstract of the individual formats duly filled and submitted by me for each advertisement which I plan to erect and the individual formats are attached herewith. I understand that BBMP shall reject those applications for which the information in the detailed formats are not submitted. Further I understand that BBMP is at liberty to reject any of these applications in accordance with the BBMP Advertisement Bye Laws 2024 and that in case no decision of the BBMP is intimated to me within 15-days from the date of receipt of this application, the application shall be deemed to have been approved and I can go ahead with the erection and display of the advertisements.

Date:

Yours sincerely,

Place:

Signature of the applicant

FORMAT TO BE FILLED FOR ERECTION OF EACH NEW ADVERTISEMENT SEPARATELY

Sl. NO	Item	Details
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid Licence for Advertisement)	
2	Licence Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Address of the building/land/spot where advertisement will be erected & displayed	
8	Latitude & Longitude of the spot/location where the advertisement will be erected	
9	Google Plus Code of the spot/location where advertisement will be erected	
10	Dishaank screenshot of the location/spot showing the Revenue Survey Numbers	
11	Name of the owner of the land/building where the advertisement will be erected	
12	BBMP Property ID as per Register A or Register B or Suitable ID	
13	Property is Register A or Register B Property	
14	BBMP SAS Application Number	
15	Year until which the BBMP Property Tax paid for the said property	

16	Type of Advertisement (see Schedule 3 of Bye Laws)	
17	(length, width and area)	
18	No Objection Certificate from the owner of the land/building on which the advertisement will be erected.	
19	Copy of the agreement entered into with the owner of the land/building on which the advertisement will be erected.	
20	Engineering design & plan of the erection of the advertisement duly approved from a qualified engineer.	
21	Whether the Applicant has any unpaid dues or unpaid demand whatsoever of the BBMP (attach details if applicable)	
22	Whether the Applicant has any payable penalties to any authority in connection with display of advertisements (attach details if applicable)	
23	Whether the Applicant was involved in any incident endangering the public safety (attach details if applicable)	
24	Any other document as deemed relevant by the Applicant	

Applicant Signature and Date

ACKNOWLEDGMENT

Received the application for erection of advertisement(s) from _____
(Applicant Name) with License Number _____ on _____ day of _____
month and _____ year as per following details –

Sl. No	Type and description of the Advertisement	Size of the Advertisement (Length, Width and Area)	Address of the building/ land/ spot where advertisement will be erected and displayed	Latitude and Longitude of the Spot/Location of Advertisement	Google Plus Code of the spot/location where advertisement will be erected	Name of the owner of the land/building where the advertisement will be erected	BBMP SAS Application Number
1	2	3	4	5	6	7	8

Signature of Receiving Person in Zonal Office
Name and Designation of the Receiving Person

FORM-IV
APPLICATION FOR APPROVAL TO REGULARIZE THE AUTHORIZED LEGACY
ADVERTISEMENTS

(see bye-law 18)

To
Zonal Commissioner _____ Zone

Subject: Application seeking approval of display of **authorized** legacy advertisement by _____ (name of the Agency), reg

Sir/Madam,

As per the BBMP Act 2020 and the Advertisement Bye Laws 2024, the undersigned seeks approval for continuing display of the following authorized legacy advertisements –

ABSTRACT OF THE FORMATS FILLED AND ATTACHED WITH THIS APPLICATION

Sl.No	Item	Reply
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid License for Advertisement)	
2	License Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Number of legacy Advertisements for which information and approval to continue to display is requested in this application	
8	Are the duly filled formats for each legacy advertisement for which approval is sought attached with this application or not? If yes then write the number of duly filled formats attached.	

- (1) I understand that no permission to continue display of advertisement will be given unless the undersigned has or obtains a valid Advertisement License from the BBMP.
- (2) I understand that filing of this application with respect to any unauthorized advertisement is not permitted and even if such an application for unauthorized application is filed, it shall not entitle the same to continue to be displayed and the BBMP reserves the right to remove the same even when such an application is pending with the BBMP.

- (3) I understand that authorized existing or legacy advertisements can continue to be displayed, after approval by BBMP, only for a period for which the permission was originally given.
- (4) I understand that I have given above the abstract of the individual formats duly filled and submitted by me for each legacy/existing authorized advertisement and the individual duly filled formats are attached herewith. I understand that BBMP shall forthwith reject those applications for which the information in the detailed formats is not submitted.
- (5) Further I understand that BBMP is at liberty to reject any of these applications in accordance with the BBMP Advertisement Bye Laws 2024.

Date:

Yours sincerely,

Place:

Signature of the applicant

FORMAT TO BE FILLED FOR EACH AUTHORIZED LEGACY ADVERTISEMENT SEPARATELY

Sl. No	Item	Details
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid License for Advertisement)	
2	License Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Details of the permission/approval issued to the Applicant for erection & display of the Legacy Advertisement	
8	Address of the building/land/spot where the legacy advertisement is erected & displayed	
9	Latitude & Longitude of the spot/location where the legacy advertisement is erected & displayed	
10	Google Image and the Google Plus Code of the spot/location where the legacy advertisement is erected & displayed	
11	Dishaank screenshot of the location/spot showing the Revenue Survey Numbers	

12	Name of the owner of the land/building where the legacy advertisement is erected and displayed	
13	BBMP Property ID as per Register A or Register B	
14	Property is Register A or Register B Property	
15	BBMP SAS Application Number	
16	Year until which the BBMP Property Tax paid for the said property	
17	Year until which the BBMP Advertisement Fee paid for the said advertisement (attach proof of the said payment as issued by BBMP and if not paid then pay advertisement fee up-to-date and produce BBMP receipt)	
18	Type of Advertisement (see Schedule 3 of Bye Laws)	
19	Size of the Advertisement (length, width and area)	
20	No Objection Certificate from the owner of the land/building where the legacy advertisement is erected and displayed	
21	Copy of the agreement entered into with the owner of the land/building	
22	Civil engineering plan of the erection of the advertisement duly approved from a qualified engineer.	
23	Whether the Applicant has any unpaid dues or unpaid demand whatsoever of the BBMP (attach details if applicable)	
24	Whether the Applicant has any payable penalties to any authority in connection with display of advertisements (attach details if applicable)	
25	Whether the Applicant was involved in any incident endangering the public safety (attach details if applicable)	
26	Any other document as deemed relevant by the Applicant	

Applicant Signature and date

ACKNOWLEDGMENT

Received the application for continuation of display of the following legacy advertisement(s) from _____ (Applicant Name) with License Number _____ on _____ day of _____ month and _____ year.

This permission/approval is subject to the following conditions –

- (1) In case of request for approval for advertisements by an Advertiser who has been granted rights to erect & display the advertisements on any road stretch or circle or an area and the approval/rejection is not issued within 15-days of the receipt of application for advertisement within his assigned area/road/circle, the same shall be deemed to have been approved.
- (2) This approval is subject to up-to-date payments of prescribed advertisement fees. The default therein shall lead to cancellation of this approval.
- (3) This approval may be withdrawn at any time as deemed necessary by the Chief Commissioner BBMP or the Zonal Commissioner.
- (4) This approval is subject to all the terms & conditions and stipulations contained in the BBMP Act 2020 and the BBMP Advertisement Bye Laws 2024.

(signatures and seal)

Zonal Commissioner _____ Zone
Bruhat Bengaluru MahanagarPalike

FORM-IVB

REJECTION LETTER FOR ERECTION AND DISPLAY OF NEW or AUTHORIZED-LEGACY ADVERTISEMENT

(see bye-law 18)

To

Name of Agency

License No _____

Registered Address _____

Correspondence Address _____

Email _____

Mobile _____

Sub: Rejection of approval for erection & display of new/legacy advertisement,
reg

Ref: Your application number _____ dated _____

This is to inform you that the request for erection & display of the following
new/legacy advertisements is hereby rejected for the reasons given below –

Sl. No	Type and details of the Advertisement	Address of the building/ land/ spot of the advertisement	Latitude and Longitude of the Spot/Location of Advertisement	Google Plus Code of the spot/location of the Advertisement	Name of the owner of the land/building where the advertisement is/was to be erected	Reason for rejection
1	2	3	4	5	6	7

(signatures and seal)

Zonal Commissioner _____ Zone
Bruhat Bengaluru MahanagarPalike

FORM-V
APPLICATION FOR APPROVAL OF MOBILE OR VEHICULAR
ADVERTISEMENTS
(see bye-law 11)

To
Chief Commissioner BBMP

Subject: Application seeking approval of display of mobile or vehicular
Advertisement by _____(name of the Agency), reg

Sir/Madam,

As per the BBMP Act 2020 and the Advertisement Bye Laws 2023, the undersigned seeks approval for display of the following mobile or vehicular advertisements –

ABSTRACT OF DETAILED FORMATS FILLED AND ATTACHED WITH THIS APPLICATION

Sl.No	Item	Reply
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid License for Advertisement)	
2	License Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Number of vehicles on which the approval to display advertisements is requested in this application	

8	Are the duly filled formats with details for which approval is sought attached with this application or not?	
---	--	--

- (1) I understand that no permission for display of advertisement will be given unless the undersigned has or obtains a valid Advertisement License from the BBMP.
- (2) I understand that filing of this application with respect to any unauthorized advertisement is not permitted and even if such an application for unauthorized application is filed, it shall not entitle the same to continue to be displayed and the BBMP reserves the right to remove the same even when such an application is pending with the BBMP.
- (3) I understand that I have given above the abstract of the detailed formats duly filled and submitted by me for vehicular or mobile advertisement and the detailed duly filled formats are attached herewith. I understand that BBMP will forthwith reject the applications for which the information in the detailed formats is not submitted.
- (4) Further I understand that BBMP is at liberty to reject or restrict this application in accordance with the BBMP Advertisement Bye Laws 2024.

Date:

Yours sincerely,

Place:

Signature of the applicant

**DETAILED FORMAT TO BE FILLED FOR MOBILE OR VEHICULAR
ADVERTISEMENT**

Sl. No	Item	Details
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid License for Advertisement)	
2	License Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Vehicle type and registration numbers for every vehicle that will be used for displaying mobile or vehicular advertisements	(attach sheet)

8	Year until which the BBMP Advertisement Fee paid by the Advertiser (attach proof of the said payment as issued by BBMP and if not paid then pay advertisement fee up-to-date and produce BBMP receipt)	
9	No Objection Certificate from the owner of the vehicle where the vehicular or mobile advertisement will be displayed	
10	Copy of the agreement entered into with the owner of the vehicle	
11	Civil engineering plan of the erection of the advertisement duly approved from a qualified engineer.	
12	Whether the Applicant has any unpaid dues or unpaid demand whatsoever of the BBMP (attach details if applicable)	
13	Whether the Applicant has any payable penalties to any authority in connection with display of advertisements (attach details if applicable)	
14	Whether the Applicant was involved in any incident endangering the public safety (attach details if applicable)	
15	Any other document as deemed relevant by the Applicant	

VEHICLE DETAILS

Sl. No	Vehicle Type	Vehicle Registration Number	Vehicle Owner Name	Address of Vehicle Owner	Mobile Number of Vehicle Owner	Agreement with Vehicle Owner done or not (attach the same)
1	2	3	4	5	6	7

Applicant Signature and date

ACKNOWLEDGMENT

Received the application for display of mobile or vehicular advertisements as per following details from _____ (Applicant Name) with License Number _____ on _____ day of _____ month and _____ year.

Sl. No	Vehicle Type	Number of Vehicles
1	2	3

Signature of Receiving Person in Chief Commissioner Office
Name and Designation of the Receiving Person

FORM-VA
APPROVAL LETTER FOR DISPLAY OF MOBILE OR VEHICULAR ADVERTISEMENT
 (see bye-law 11)

To

Name of Agency

License No _____

Registered Address _____

Correspondence Address _____

Email _____

Mobile _____

Sub: Approval for erection and display of mobile or vehicular advertisement,
 reg

Ref: Your application number _____ dated _____

This is to accord permission and approval to display the mobile or vehicular advertisements as per the following details –

Sl. No	Vehicle Type	Vehicle Registration Number	Vehicle Owner Name	Address of Vehicle Owner	Mobile Number of Vehicle Owner	BBMP Approval to display advertisement valid until
1	2	3	4	5	6	7

This permission/approval is subject to the following conditions –

- (1) This approval may be withdrawn at any time as deemed necessary by the Chief Commissioner BBMP or the Zonal Commissioner.
- (2) This approval is subject to all the terms & conditions and stipulations contained in the BBMP Act 2020 and the BBMP Advertisement Bye Laws 2024.

(signatures and seal)

Zonal Commissioner _____ Zone
 Bruhat Bengaluru MahanagarPalike

FORM-VB
REJECTION LETTER FOR DISPLAY OF MOBILE OR VEHICULAR
ADVERTISEMENT
 (see bye-law 11)

To**Name of Agency****License No** _____**Registered Address** _____**Correspondence Address** _____**Email** _____**Mobile** _____

Sub: Rejection of request for display of mobile or vehicular advertisement, reg

Ref: Your application number _____ dated _____

This is to inform you that the request for display of mobile or vehicular advertisement as per reference above is hereby rejected as per details and for the reasons given below –

- (i) The whole application for display of mobile or vehicular advertisements for all the vehicles therein is hereby rejected for the reasons given below –

--

OR

- (ii) the permission sought for the following vehicles is hereby rejected for the reasons given below –

Sl. No	Vehicle Type	Vehicle Registration Number	Vehicle Owner Name	Address of Vehicle Owner	Reason for rejection
1	2	3	4	5	6

(signatures and seal)

Chief Commissioner

Bruhat Bengaluru MahanagarPalike

FORM-VI
APPLICATION FOR RENEWAL OF APPROVAL OF EXISTING
ADVERTISEMENTS PREVIOUSLY APPROVED

(see bye-law 8)

To
Zonal Commissioner _____ Zone

Subject: Application for approval for continuation of display of an advertisement
 Previously approved under the BBMP Advertisement Bye Laws 2024, reg

Sir/Madam,

As per the BBMP Act 2020 and the Advertisement Bye Laws 2024, the undersigned seeks approval for continuing display of the following advertisements previously approved under the BBMP Advertisement Bye Laws 2024 –

ABSTRACT OF THE FORMATS FILLED AND ATTACHED WITH THIS APPLICATION

Sl.No	Item	Reply
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid License for Advertisement)	
2	License Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Number of existing Advertisements for which information and approval to continue to display is requested in this application	
8	Are the duly filled formats for each existing advertisement for which approval is sought attached with this application or not? If yes then write the number of duly filled formats attached.	

- (1) I understand that no permission to continue display of advertisement will be given unless the undersigned has or obtains a valid Advertisement License from the BBMP.
- (2) I understand that filing of this application with respect to any unauthorized advertisement is not permitted and even if such an application for unauthorized application is filed, it shall not entitle the same to continue to be displayed and the BBMP reserves the right to remove the same even when such an application is pending with the BBMP.
- (3) I understand that I have given above the abstract of the individual formats duly filled and submitted by me for each existing advertisement and the individual duly filled formats are attached herewith.
- (4) I understand that BBMP shall forthwith reject those applications for which the information in the detailed formats is not submitted.

(5) Further I understand that BBMP is at liberty to reject any of these applications in accordance with the BBMP Advertisement Bye Laws 2024.

Date:

Yours sincerely,

Place:

Signature of the applicant

FORMAT TO BE FILLED FOR RENEWAL OF EACH EXISTING ADVERTISEMENT PREVIOUSLY ISSUED

Sl. No	Item	Details
1	Name of the Applicant (who may be a Company/Proprietary Firm/Government Department or a PSU and has a valid License for Advertisement)	
2	License Number	
3	Registered Address of the Applicant	
4	Address for Correspondence of the Applicant	
5	Email ID of the Applicant	
6	Mobile Phone of the Authorized Representative of Applicant	
7	Details of the permission/approval issued to the Applicant for erection and display of existing Advertisement and date of expiry thereof	
8	Address of the building/land/spot where the existing advertisement is erected and displayed	
9	Latitude & Longitude of the spot/location where the existing advertisement is erected and displayed	
10	Google Image and the Google Plus Code of the spot/location where the existing advertisement is erected and displayed	
11	Dishaank screenshot of the location/spot showing the Revenue Survey Numbers	
12	Name of the owner of the land/building where the existing advertisement is erected and displayed	
13	BBMP Property ID as per Register A or Register B	
14	Property is Register A or Register B Property	
15	BBMP SAS Application Number	
16	Year until which the BBMP Property Tax paid for the said property	
17	Year until which the BBMP Advertisement Fee paid for the said advertisement (attach proof of the said payment as issued by BBMP and if not paid then pay advertisement fee up-to-date and produce BBMP receipt)	
18	Type and details of Advertisement (see Schedule 3 of Bye Laws)	
19	Size of the Advertisement (length, width and area)	
20	No Objection Certificate from the owner of the land/building where the legacy advertisement is erected & displayed	
21	Copy of the agreement entered into with the owner of the land/building	

22	Civil engineering plan of the erection of the advertisement duly approved from a qualified engineer.	
23	Whether the Applicant has any unpaid dues or unpaid demand whatsoever of the BBMP (attach details if applicable)	
24	Whether the Applicant has any payable penalties to any authority in connection with display of advertisements (attach details if applicable)	
25	Whether the Applicant was involved in any incident endangering the public safety (attach details if applicable)	
26	Any other document as deemed relevant by the Applicant	

Applicant Signature and date

ACKNOWLEDGMENT

Received the application for continuation of display of the following existing advertisement(s) from _____ (Applicant Name) with License Number _____ on _____ day of _____ month and _____ year.

Sl. No	Type and description of the existing Advertisement	Size of the Advertisement (Length, Width and Area)	Address of the building/ land/ spot of the advertisement	Latitude and Longitude of the Spot/ Location of the Advertisement	Google Plus Code of the spot/ location of the Advertisement	Name of the owner of the land/ building where advertisement is displayed	BBMP SAS Application Number of the property/ land where the Advertisement is located	Previous approval number & date and date of expiry thereof
1	2	3	4	5	6	7	8	9

Signature of Receiving Person in Zonal Office
Name and Designation of the Receiving Person

FORM VI-A
APPROVAL LETTER FOR CONTINUATION OF DISPLAY OF AN EXISTING
ADVERTISEMENT WHICH WAS APPROVED

(see bye-law 8)

To

Name of Agency

License No _____

Registered Address _____

Correspondence Address _____

Email _____

Mobile _____

Sub: Approval for continuation of display of an advertisement previously approved Under the BBMP Advertisement Bye Laws 2024, reg

Ref: Your application number _____ dated _____

This is to accord permission and approval to erect & display the existing advertisements previously approved under BBMP Advertisement Bye Laws 2024 as per the following details –

Sl. No	Type and description of Advertisement	Size of the Advertisement (Length, Width and Area)	Address of the building/ land/ spot of the advertisement	Latitude and Longitude of the Spot/Location of Advertisement	Google Plus Code of the spot/location of the Advertisement	Name of the owner of the land/building where the advertisement is/will be erected	Previous approval number & date and date of expiry thereof	New Approval Valid Until (enter date until which the new approval is valid)
1	2	3	4	5	6	7	8	9

This permission/approval is subject to the following conditions –

- (1) In case of request for approval for advertisements by an Advertiser who has been granted rights to erect and display the advertisements on any road stretch or circle or an area and the approval/rejection is not issued within 15-days of the receipt of application for advertisement within his assigned area/road/circle, the same shall be deemed to have been approved.
- (2) This approval is subject to up-to-date payments of prescribed advertisement fees. The default therein shall lead to cancellation of this approval.
- (3) This approval may be withdrawn at any time as deemed necessary by the Chief Commissioner BBMP or the Zonal Commissioner.
- (4) This approval is subject to all the terms and conditions and stipulations contained in the BBMP Act 2020 and the BBMP Advertisement Bye Laws 2024.

(Signatures and seal)

Zonal Commissioner _____ Zone
Bruhat Bengaluru Mahanagar Palike

FORM- VIB

**REJECTION LETTER FOR ERECTION AND DISPLAY OF AN EXISTING
ADVERTISEMENT PREVIOUSLY APPROVED**

(see bye-law 8)

To

Name of Agency

License No _____

Registered Address _____

Correspondence Address _____

Email _____

Mobile _____

Sub: Rejection of approval for erection and display of an existing advertisement previously approved under the BBMP Advertisement Bye Laws 2024, reg

Ref: Your application number _____ dated _____

This is to inform you that the request for renewal of approval to continue display of the following existing advertisements is hereby rejected for the reasons given below –

Sl. No	Type and details of the Advertisement	Address of the building/ land/ spot of the advertisement	Latitude and Longitude of the Spot/Location of Advertisement	Google Plus Code of the spot/location of the Advertisement	Name of the owner of the land/building where the advertisement is to be erected and displayed	Reason for rejection
1	2	3	4	5	6	7

(signatures and seal)

Zonal Commissioner _____ Zone
Bruhat Bengaluru MahanagarPalike

Form-VII**BRUHAT BENGALURU MAHANAGARA PALIKE**

No - _____ Office of the Zonal Commissioner

Date: _____ Zone

**NOTICE FOR REMOVAL OF UNAUTHORIZED ADVERTISEMENT AND
PAYMENT OF PENALTY THEREON**

(see bye-law 15)

Whereas it has come to the notice of the undersigned that you have created infrastructure for advertisement/displayed advertisement unauthorizedly/without permission which is violation of the BBMP Act 2020 and the BBMP Advertisement Bye Laws 2024 (hereinafter the Ad Bye Laws 2024).

Whereas you are not only bound to remove the unauthorized structure and stop the display of the advertisements but you are also liable to pay penalty thereon as per details given below for your said illegal and unauthorized action -

Sl. No	Type and description of unauthorized Advertisement	Size of the Advertisement (Length, Width and Area)	Address of the building/ land/ spot of the unauthorized advertisement	Penalty Payable (in Rs)
1	2	3	4	5
Total Penalty Payable =				

You are directed to remove the structure and advertisement (if any) and pay the penalty amount immediately but not later than 7-days from the date of service of this Notice. Your reply, if any, shall reach the undersigned within 7-days of receipt of this notice.

Please note that under the BBMP Act 2020 and the Ad Bye Laws 2024 section 352 of the BBMP Act 2020, apart from other means, the notice via email or electronic means (WhatsApp/SMS etc) is a sufficient service.

You may note that failure to pay the above-mentioned penalty amount makes you liable for the following actions in order to recover the same. This notice is for the following actions -

- (i) Removal of the said unauthorized structure and/or advertisements.
- (ii) Cancellation of license and permissions if you are a licensed advertiser.
- (iii) Blacklisting from being eligible to obtain License to Advertise.
- (iv) Distraint and sale of your moveable properties
- (v) Attachment of your immovable properties
- (vi) Attachment of your bank accounts
- (vii) Criminal prosecution under section 326 of the BBMP Act 2020.

(Signatures)

Zonal Commissioner _____ Zone

To

Mr _____

License No _____ (if applicable)

Correspondence Address

Form-VIII
BRUHAT BENGALURU MAHANAGARA PALIKE

No - _____ Office of the Zonal Commissioner
Date: _____ Zone

**SHOW-CAUSE CUM DEMAND NOTICE FOR DEFAULT IN PAYMENT OF
ADVERTISEMENT FEE AND INTEREST THEREON**
(see bye-law 15)

Whereas you assigned rights to display advertisements as per approval number _____ dated _____ of the BBMP as per the BBMP Advertisement Bye Laws 2024 (hereinafter the Ad Bye Laws 2024) for which you are liable to pay advertisement fees and applicable interest charges for delays.

Whereas you have defaulted to pay the advertisement fees to BBMP with respect to above approved advertisement rights and the details of the advertisement fees and interest due to be paid by you are as follows (as on date of issuance of this Notice).

Sl No	Description	Period	Due Amount (in Rs)
1	Advertisement Fees		
2	Interest [#] (calculated as on date of this notice generation @ 18% per annum)		
3	Total Due [#]		

This is as on date of issuance of this Notice and the actual interest and total due will be calculated as on the date of payment by you.

You are directed to pay the same immediately but not later than 7-days from the date of service of this Show Cause-cum-Demand Notice. Your reply, if any, shall reach the undersigned within 7-days of receipt of this notice.

Please note that under the BBMP Act 2020 and the Ad Bye Laws 2024 section 352 of the BBMP Act 2020, apart from other means, the notice via email or electronic means (WhatsApp/SMS etc) is a sufficient service.

You may note that failure to pay the above-mentioned dues makes you liable for the following actions in order to recover the same. This notice is for the following actions –

- (viii) Removal of the said advertisements and cancellation of your license and permissions.

- (ix) Blacklisting from being eligible to obtain License to Advertise.
- (x) Distraint and sale of your moveable properties
- (xi) Attachment of your immovable properties
- (xii) Attachment of your bank accounts
- (xiii) Criminal prosecution under section 326 of the BBMP Act 2020.

(Signatures)

Zonal Commissioner _____ Zone

To

Mr _____

Licensed Advertiser BBMP

License No _____

Registered Address and
Correspondence Address

FORM-IX
Register of Advertisement Licenses
(see bye-law 24)

Sl. No	Name of the Agency assigned License for Advertisement	Registered Address of the Licensed Advertiser	Address for Correspondence of the Licensed Advertiser	License Number	Order Number and Date of issuance of License	Email ID of the Licensed Advertiser	Mobile Number of Authorized Representative of the Licensed Advertiser	License Valid Until
1	2	3	4	5	6	7	8	9

Licensed Advertiser wise List of Permissions for erection and display of advertisements

Sl. No	Name of the Agency assigned License for Advertisement	License Number	Type and description of Advertisement	Number and Date of approval for erection and display of advertisement	Size of the Advertisement (Length, Width and Area)	Address of the building/land/spot of the advertisement	Latitude and Longitude of the Spot/Location of Advertisement	Google Plus Code of the spot/location of the Advertisement	Name of the owner of the land/building where the advertisement is/will be erected
1	2	3	4	5	6	7	8	9	10

By Order etc,.....