Licence Department

Application form for permission to exhibit Advertisements on Other than Business Premises under section 328/328A of Mumbai Municipal Corporation Act 1888.

WARD Name of the Agency /Firm /Co. alongwith postal address & Telephone Nos. Sole Proprietorship / Partnership Firm / Private Limited Status Co / Public Limited Co. / Trusts / Public Body / Bank Details of Partners / Directors / Proprietor / Trustees / Authorized Signatory Name Designation Mobile No. PAN No. Name of Applicant -: Shri/Smt. : First Name Middle Name Last Name Residential Address : of the Applicant Details of the Illuminated / Non-illuminated i) Advertisement (✓) No. of Boards (Wardwise if Multiple) ii) a) Hoarding (Ground iii) Size of Boards / Dead Wall) Length Height b)Mobile Hoardings c)Boards on: i) Sky Walk ii) Fly over bridges iii) Foot Over Bridges d)Gantries e) Kiosks f)VMS g)Cantilevers h)Wrap on Building under construction i)Construction fence j)Others

| I have read carefully the approved policy guidelines of the MCGM for above |
|---|
| permission and have complied all the conditions. I accept, that, in the event the information |
| submitted by me is found false, I am liable for all such penal actions as prescribed under |
| the law. |

Date:

Signature of Applicant

| Sr. No. | Attested copies of following Documents be submitted |
|---------|--|
| A) | Identity Proof (Any One) |
| | i) PAN Card |
| | ii) Aadhar Card |
| | iii) Passport |
| | iv) Driving Licence |
| | v) Election ID Card |
| В) | Proof of Possession of premises (Any one) |
| | i) Rent Receipt |
| | ii) Commercial Photopass |
| | iii) Registered Leave & Licence Agreement |
| | iv) Lease Deed |
| | v) PR card |
| | vi) Allotment Letter |
| | vii) Maintenance Receipt issued by the C.H.S. |
| | viii) Electricity Bill |
| C) | Proof of Business Entity (If applicable) |
| | i) Copy of Partnership Deed |
| | ii) Copy of Memorandum of Association |
| | iii) Certificate of Incorporation under the Companies Act |
| | iv) Certificate issued by the Charity Commissioner under the Registration of |
| | Societies Act and Mumbai pubic Trust Act |
| D) | No Hoarding is in Compulsory Open Space, Certificate to be brought from |
| | Executive Engineer Building Proposal. |

| | Description of Documents | Category wise Details of the Documents to be submitted (✓) | | | | | | | | | | | | |
|-----------|--|--|---|-------------|----------------------------------|--------------|----------|----------|----------|------------------|--|--|----------|--|
| Sr. No | | Hoarding (Ground / Dead Wall) | Mobile Advertise ment on Taxi, | Sky Walk | Boards or Fly over bridges | Foot Over | Gantries | Kiosks | VMS | Canti- levers | Wrap on Building under construction (Non- Illuminated) | Construction fence (Non- Illuminated) | Others | |
| 1. | Original Receipt of the processing fees paid as per part III A (b) | ✓ | Bus, etc. ✓ | √ | ✓ | Bridges ✓ | ✓ | ✓ | ✓ | √ | illuminated) ✓ | ✓ | ✓ | |
| 2. | NOC from Land Lord Part III B (a) | ✓ | ✓ | | | | | | | | | | | |
| 3. | NOC from Co-operative Housing Society – part III B (a) alongwith copy of General Body Resolution | ✓ | | | | | | | | | | | | |
| 4. | Indemnity Bond cum-undertaking as per Appendix B of the Policy Guideline | ✓ | | | | | | | | | | | | |
| 5. | Joint indemnity Bond as per Appendix 'C' of the guideline. | ✓ | | | | | | | | | | | | |
| 6. | Location plan and block plan (Two copies) | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | √ | ✓ | √ | √ | √ | ✓ | |
| 7. | 10' X 8' size photograph taken from a distance of 60 mtrs. from the proposed site. (Two copies) | ✓ | 1 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| 8. | NOC from Commissioner of Police (Traffic) in case of illuminated hoardings | ✓ | 1 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | Non- illuminated | Non- Illuminated | | |
| 9. | NOC from civil Aviation Department if the proposed hoarding is located in the funnel area. | ✓ | | | | | | | | | | | | |
| 10. | Structural design and calculation | ✓ | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| 11. | Structural stability certificate from licence structural Engineer for proposed hoarding structure & building | ✓ | | ✓ | ✓ | ✓ | ~ | ✓ | ✓ | √ | ✓ | ✓ | | |
| 12. | Certificate issued under the Shops & Establishment Act 1948 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| 13. | Copy of insurance – Part II 3 (a) | ✓ | ✓ | 1 | ✓ | ✓ | ✓ | 1 | ✓ | ✓ | ✓ | ✓ | √ | |

| 14. | NOC from M.H.C.C. if the proposed hoarding is to be erected in heritage building or heritage precincts. | ✓ | ✓ | 1 | ✓ | ✓ | 4 | ✓ | √ | √ | | | |
|-----|---|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|
| 15. | If the hoarding falling in CRZ, Copy of D.P. remarks along with plan showing the location of hoarding along with NOC from M.C.Z.M.A. | ✓ | ✓ | ✓ | ~ | ✓ | ✓ | | | | | | |
| 16. | SAC no. of the property where the hoarding is to be erected with the copy of latest property tax bill | √ | ✓ | | | | | | | | | | |
| 17. | Documents to be submitted by the Advertiser for establishing the ownership of the land (Any one): a) Property card b) 7/12 Abstract c)Index II d) Conveyance Deed | √ | * | * | * | * | * | √ | √ | * | ~ | * | |
| 18. | NOC alongwith self attested copy of agreement if the proposed hoarding / board is to be erected on the property belonging to Indian Railways / Airport Authority of India / CPWD / MBPT / Salt Commissioner / Others. | √ | 4 | ✓ | 4 | 4 | √ | √ | ✓ | ~ | | | |
| 19. | NOC alongwith self attested copy of agreement if the proposed hoarding / board is to be erected on the property belonging to PWD / MMRDA / MSRDC / MSRTC / MIDC / BEST / Others. | ✓ | * | 4 | 1 | 1 | √ | √ | ✓ | * | | | |
| 20. | Copy of I.O.D. in case of construction fence / Building wrap | | | | | | | | | | √ | ✓ | |
| 21. | Copy of Commencement Certificate in case of construction fence / Building wrap. | | | | | | | | | | ✓ | √ | |
| 22. | NOC from Commissioner of Police in case of Mobile Advertisement on Taxi, Bus, etc. | | ✓ | | | | | | | | | | |

| NOC from Regional Traffic Officer in case of Mobile Advertisement on Taxi, Bus, etc. | | ✓ | | | | | |
|---|---|---|--|--|--|--|--|
| No Hoarding is in Compulsory Open Space, Certificate to be brought from Executive Engineer Building Proposal. | ✓ | | | | | | |

The applicants are requested to refer to the M.C.G.M. Website at www.portal.mcgm.gov.in for the schedule of fees / charges and also Addresses and Contact nos. of various Municipal Ward Offices where the applications are required to be submitted.