



GENERAL CONDITIONS

- 1.This permit is not transferable to any other person without the written permission of the Municipal Commissioner .
- 2.The permit shall at all times be produced on demands to the Municipal Commissioner or the Superintendent of Licences or to any of his or their authorised subordinates .
- 3.There should be some distinguished mark such as label or emblem or name plate on the advertisement displayed to facilitate easy identification of the owner or agent .
- 4.For any breach of permit conditions , the security deposits paid shall be forfeited.
- 5.It is the responsibility of the permit holder to get the permit renewed before the expiry of the validity .
- 6.That every facility shall be given at all times to the Municipal Commissioner or the Superintendent of Licences or to his or their subordinates to examine and measure the said advertisement.
- 7.That the Municipal Commissioner in his discretion may at anytime without previous notice revoke or withdraw this permission without assigning any reason and that the revocation and withdrawal of this permission for any reason shall not prejudice or affect any claim or demand whatsoever of the Municipal Commissioner hereunder or otherwise , not shall the permit holder in the event of revocation and withdrawal of his permission be entitled to any payment whatsoever made hereunder.
- 8.That if any damage is done to any Municipal or other property through the fall or otherwise by person of the said advertisement or any part thereof or any of its attachment , then the permit holder shall be responsible therefore and shall make good and pay any and every such claim entirely at his expense. The permit holder is also liable to pay damages for the injury caused to any person including a third party by the fall or otherwise of the advertisement or any part thereof due to storm , faulty constructions , negligence , accident or any other use whatsoever.
- 9.The permit holder shall comply with the instructions given to him from time to time by the Municipal Commissioner or the Superintendent of the Licences.
- 10.Municipality will not be responsible for any obstruction to the advertisement caused due to the existence of any trees or other advertisements or due to the growth of any tree at later date .

ADDITIONAL GENERAL CONDITIONS

Special conditions for Advertisement boards and boardings(non illuminated and illuminated)

- (a) That the advertisement shall at all times be erected , fixed and retained in all respects to the satisfaction and in accordance with the requirements of the Municipal City Engineer and the Superintendent of Licences .
- (b) That this permission shall become void and of no effect immediately on the happenings of any of the following events namely:-
 - (i) If any addition to the said advertisement be made except for the purpose of making it secure under the direction of the Municipal City Engineer or the Superintendent of licences .
 - (ii) If any change in area site or any other way be made in the said advertisement or part thereof .
 - (iii) If the said advertisement or any part thereof fall either through accident , decay or any other cause ;
 - (iv) If any addition or alteration be made to or in the building , structure upon or over which the said advertisement is erected , fixed or retained , if such addition or alteration involves the disturbance of the said advertisement or any part thereof :
 - (v) If the building or structure upon or over which the said advertisement is erected , fixed or retained become unoccupied or be demolished or destroyed:

Special conditions for Moveable Boards

- (1)(a) No vehicle used solely or chiefly for the purpose of advertisement shall be driven or ridden or wheeled between the hours of 9:30 a.m. and 11:30 a.m. and 4:30 p.m. and 8:30 p.m. on the following roads:-



(i) All roads south of a line drawn through Ist Marine Street, Dhobi Talao and Carnac road(inclusive of these roads); and

(ii)(Marine Drive) Netaji Subhas road : Queens Road : New Queens Road,(Sandhurst Road)Sardar Vallabhbhai Patel Road west of its junction with Lamington Road , Hughes Road , Pedder Road , (Warden Road) Bhulabhai Desai Chowpatty ,Princess street west of its Junction with (Girgaum Road) , Jagannath Shankarset Road .

(b) This permit is liable to be cancelled and the holder thereof or his agent liable to be prosecuted if the vehicle carrying the advertisement is found stationery on a street or is being moved so slowly as to obstruct the traffic .

Special condition for illuminated signs or advertisements

(1) That if the position of any light illuminating the advertisements in the opinion of the Commissioner of police such as to cause annoyance or danger to the residents or traffic in the streets abutting it . the permit holder shall if so required move the light or adjust it to the satisfaction of the Commissioner of Police within the time that may be prescribed by him and he shall not be entitled to any rebate or refund of fees on that account .