



for the next three years as per the size and schedule of fees for the current year. In the said permissions Developer / Owner shall be permitted to advertise the project details, elevation, size of flats, amenities which he is likely to provide to his customers, approval received from various Authorities, work start and completion date of project, and any other details about the proposed construction coming up on the site, i.e. what he would be constructing on the proposed site except advertise about any other projects / products / other site.

It is to be mentioned here that, today selling of flats in the Mumbai City and Suburbs is very difficult, and it is very important for the Developers to communicate very clearly to the customers the various features of the project the amenities that would be provided the schedule of work and the target date for giving possession to the flat purchasers and the customers are also making inquiries and checking / asking the area of flats, type of flats , kind of amenities which Developer agrees to provide flat purchasers, approvals and target date of completions etc and hence the developer is required to put up boards on the site displaying all these information. So these permissions should be granted to the Developer at the time of issue of IOD / CC by paying / recovering the requisite fees / charges of MCGM.

**The table showing existing charges recovered by the office of Assistant Commissioner from the Developer/ Owner for issue of Neon sign permissions for the one year as per the Guidelines of MCGM**

Type of Permission	Size of Advertise in Sq. ft	Size of Advertise in Sq. mt.	Rate per sq. ft/ mtr	Rate for balance 9 mtr/ sq.ft	Rate for 100 sq. mts. / ft per month	Rate for 100 sq. mts. / ft per year	Rate for 100 sq. mtr/ ft with security deposit per year	Charges proposed to be recover for the next three years with addition 10% amount 1 <sup>st</sup> year
Neon sign	10 x 10 = 100 Sq.ft	9.29 Sq.mtr x 10.764 = 100 sq ft.	446 ( for 1 sq.mtr )	356 x 9 ( for balance 9 sq.mtr ) = 3204	3204 + 446 = 3560 ( 100 sq.mts)	3560 x 12 ( months) = 42720/- per year	42720 + 3560 ( Security Dept) = 46280/-	1 <sup>st</sup> year = 46280 x 10% = 4628 (i.e. 46280 + 4628 = 50,908 2 <sup>nd</sup> year = 50,908 x 10% =

								55,998) 3 <sup>rd</sup> year = 55,998 x 10% += 5599 (i.e. 61,597) Total amount to be recover = 50,908 + 55,998 + 61,597 = 1,68,503
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As RDCR -2034 for the Mumbai is in process for finalization, and a good knowledgeable committee is already appointed by the State Govt. and MCGM, the hearings to the suggestion objections have also started and the people are getting good response from the planning Committee, it is requested to incorporate these permission for advertise on boards / neon signs on same site in the DCR itself so that harassment / corruption is avoided and the Developers can properly market their flats and MCGM also get their revenue.

**Therefore MCHI -CREDAI's request as follows:**

1. **Please Write a letter to the planning Committee of RDCR -2034 with a request that to add necessary provision in the RDCR- 2034 to issue of Permissions for Neon Sign, on proposed construction site shall be issued by the office of Zonal Building Proposal Department at time issue of I.O.D. /C.C. by recovering necessary charges from the Owner / Developer for the next three years as per the size and schedule of fees of the current year on the proposed construction site , for the advertisement their project details, elevation , size of flats, amenities which he is likely to giving his customer, approval received from various Authorities, work start and completion date of project, and any other details about the proposed construction site , i.e. what he actually gain from the proposed construction site. He may not advertise any other products or other site.**

2. Meanwhile, Please Issue following Circular / directions to the Licensed Dept and B.P Dept :

A. Licensed Dept shall fix up size and schedule for fees for the next three years for issue of Permissions for Neon Sign on proposed construction site for the advertisement and forward the same to the B.P. Dept.

B. The office of Zonal Building Proposal Department shall issue permissions for Neon Sign on proposed construction site for the advertisement at the time of issue of I.O.D. /C.C. by recovering necessary charges from the owner / Developer for the next three years as per the size and schedule of fees of the current year fixed by the Licensed Dept.

Thanking you.

Yours sincerely  
For MCHI-CREDAI



**Dharmesh Jain**  
President



**Nainesh Shah**  
Hon. Secretary



**S. S. Hussain (I.A.S. Retd.)**  
Chief Executive Officer

CC:  
**Shri Vinod Chitore**  
Chief Engineer (DP),  
Municipal Corporation of Greater Mumbai

