

FORM
[See Regulation 10(1)]

Sold to _____
Vide M. R. No. _____

To
The Commissioner
Cuttack Municipal Corporation

Sub : Application for permission to display advertisement as required under
Advertisement Regulations under OMC Act 2003 and _____

Sir,

I/We intend to display advertisement on behalf of

Cuttack Municipal Corporation area as per the following particulars :

1. Name of the Applicant :
2. Name of the Company/Firm :
3. Status of Applicant (Individual/company) :
4. Permanent Address :
5. Present Address :
6. Telephone No : Office..... Res.....
Mob..... Fax.....
Email.
7. Description of site on which the advertisement is intended to be displayed and size
(Details to be annexed)
8. Document enclosed
 - a) Copy of allotment letter/consent letter from allotting authority
 - b) Copy of matter/ advertisement to be displayed
9. Certified that :
 - a) I/We are registered as licensed advertiser with Cuttack Municipal Corporation
and my/our licence is valid up to
 - b) The display of advertisement does not violate any of the provisions of OMC Act
2003 and regulations made there under. The relevant provisions of the OMC
Act & Regulation have been read and understood and I/We shall abide by the
same.
 - c) I/We undertake to pay all the taxes, charges rates, etc under the provisions of
the OMC Act & Regulations made there under.
10. I/We undertake that I/We shall be responsible for any injury or damage caused to
any person or property due to the advertisement and the consequential claim(s)
shall be borne by me/us and I/we shall indemnify and safeguard the interest of
Cuttack Municipal Corporation for the losses damages etc vide clause(5) and pay
fine as per the Regulations

Date :

Signature of Applicant

CERTIFICATE OF UNDERTAKING

I Sri, S/o.
At....., Po....., Dist-
..... representing on behalf of the Advertising Agency/Firm here being as the sole Proprietor/Authorised Representative do hereby undertake to manage my advertisement business on my hoardings, glowsign, kiosks or any other advertisement as permitted by the local authorities here the CMC on agreement with the terms & conditions and guidelines set forth by the CMC for the purpose as hereunder;

1. Agency shall furnish detailed list of advertisement place whether it be on Government or CMC or Private land given with the details of the advertisement as in the format given in Annexure-'A' prescribed for the purpose.
2. The agency after being registered under the shall be given Registration No. and code against each hoarding which shall be used in every place/site of their hoarding/ kiosks/ glowsign. This Registration No shall be printed/engraved in a minimum space of their advertisement on hoardings/ kiosk/ glow sign. It should be mandatory for any of the Advertising Agency after being registered by the CMC to either engrave or print on their advertisement materials the registration No allotted by the CMC so as to become visible to the public notice.
3. If the agency found absent of having emboldened/engraved the registration No in their all type of hoardings/ kiosks/ glow sign with a period of 15 days time of the permission date, those hoarding shall be removed/ destroyed on the ground of being unauthorized.
4. The name and style of the agency as given to the registering authority here the CMC and the same if accepted by the Registering authority, that shall not be changed or altered in any manner without prior permission of the local authority here the CMC.
5. The agency can have no rights to erect any of the hoarding/ kiosks/ glow sign beyond the details given in their list under Annexure. Any erection of hoarding at any place within the area of CMC as not in the list shall render itself to be demolished without any notice.
6. No hoardings can be sublet to any of the agency either by way of mutual agreement or informal arrangement or understanding whatsoever.
7. The agency shall be liable to pay the trade tax as provided under Trade Act. It (Agency) shall be required to renew the Registration period for successive years at every interval of one year in order to get the registration validated.

8. The registration authority here for purpose of registration of Advertising Agency under Trade Act read with the provisions of Urban Advertising Policy, 2013 reserves the right to supplement any other condition as may be felt necessary keeping in view the proper regulations of the advertisement within their own area for public interest.
9. The registration of advertising agencies made under the trade Act shall not however mean to have been granted therein absolute permission to the advertising agency to carry on the advertisement business in any manner within the area of local authority.
10. In addition to allotment of registration number, the code number shall be allotted for each and every advertisement hoardings/ kiosks/ glowsign of the agency which shall be properly reflected in the frame of the hoardings. Deviation to it will be liable for eviction of hoardings.
11. If any agency desires to remove any existing hoardings they will intimate the CMC in advance and the hoardings after their removal shall be deleted from the list.
12. Hoarding found objectionable from the traffic point of view would be removed/ will not be allowed for installation.
13. Installation of hoardings/ display of advertisement shall be subject to provision contained Advertisement Policy for Urban Odisha, 2013.
14. Installation/ removal of hoardings if any would be intimated to CMC 15 (fifteen) days in advance.
15. Permission would be given in respect of hoardings/ kiosks etc for a particular period of time on payment of fees to be prescribed from time to time.

Place :
Date :

Signature of the Owner/authorized
representative of the Advertising
Agency/firm with Seal

DECLARATION STATEMENT OF THE HORDING POSITION OF THE AGENCY

Sl.	Location of each hoarding with relation to the address & land mark	Whether the hoarding installed on Govt or CMC land/ Pvt building/ Pvt land	Size of each hoarding in length & breadth	Whether Lit/ Non-Lit	If hoarding installed on the Pvt land/ Pvt building furnish the name of the owner & the Municipal Holding No.
1	2	3	4	5	6

I do hereby declare that the informations furnished above with respect to the hoardings of agency _____ are true.

Place :

Signature of the authorized person

Date :

with Seal of the Agency