



THE ASSAM GAZETTE

অসাধাৰণ

EXTRAORDINARY

প্ৰাপ্ত কৰ্তৃত্বৰ দ্বাৰা প্ৰকাশিত

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GOVERNMENT OF ASSAM
ORDERS BY THE GOVERNOR
OFFICE OF THE GUWAHATI MUNICIPAL CORPORATION :: PANBAZAR :: GUWAHATI

NOTIFICATION

The 5th May, 2018

No. GHA/345/2013-14 :- In view of the modification in the previous rate list of tax on advertisement and hoarding etc. vide letter no..... dated.....which has already been approved in the General Body meeting of the Guwahati Municipal Corporation on 21.09.2017, the rate of tax on advertisement and hoardings (Other than advertisement on newspaper) is hereby enhanced with effect from the financial year 2018-19 (01.04.2018).

The enhanced rate of tax on advertisement and hoarding etc. are as follows:

**::: OFFICE OF THE GUWAHATI MUNICIPAL CORPORATION::: GUWAHATI:::
:::LAKHTOKIA::: HOARDING BRANCH:::GUWAHATI-781001:::**

Schedule Of Rates

Sl.no	Description & purpose	Existing	Proposed	Duration
1 (A)	Non illuminated advertisement On land building hoarding/frame/post/structure (a) For a space 1 sq/ft to 10 sqft (b) Every additional 25 sqft	1000/- 1000/-	55/sqft	Per Year
2	Non illuminated advertisement Carried on vehicle (a) One time tax for auto van/ maruti van/indica etc. (b) One time tax for sumo/tata ID (c) One time tax for truck etc.	6000/- 8500/- 12000/-	7800/- 11000/- 15000/-	Upto three months
3	illuminated advertisement Carried on vehicle (a) One time tax for auto van/ maruti van/indica etc. (b) One time tax for sumo/Tata ID (c) Onetime tax for truck etc.	8500/- 11000/- 14500/-	11050/- 14000/- 18000/-	Upto three months
4	Non illuminated advertisement board carried by hand with men (a) For each board not exceeding 3 sqft (b) For each board exceeding 3 sqft up to 10sqft (c) For each additional 10sqft or part thereof	700/- 1400/- 1400/-	900/- 1800/- 1800/-	Upto three months
5	illuminated advertisement board carried by hand with men (a) For each board not exceeding 3 sqft (b) For each board exceeding 3 sqft up to 10sqft (c) For each additional 10sqft or part thereof	1150/- 2300/- 1150/-	1500/- 3000/- 1500/-	Upto three months
6	illuminated advertisement On land building hoarding/frame/post/structure (a) For a space 1 sq/ft to 10 sqft (b)Every additional 25 sqft	2500/- 1750/-	100/- per sqft	Per Year
7	Wall painting (a) Upto 10sqft (b) Every additional 25sqft or less	400/- 400/-	50 per sqft	Per Year
8	Board/ Kiosks (a) For a space upto 10sqft (one sided) (b) Every additional 10sqft or less (one sided)	500/- 400/-	600/- 500/-	Up to one Month
9	Unipoles, LED, electronic Hoarding on land/buildings/frame post/structure etc. (a) For a space 1 sqft to 10 sqft (b) Every additional 25sqft or less	5400/- 2750/-	(500 per sqft.)	Per Year
10	Advertisement exhibited on screen in public places means of lantern slides or similar devices for public view.	600/-	500/-	Per Show
11	Advertisement on cinema House per show (a) Short film advertisement (b) Short film advertisement with social cause (c) Slide film (d) Slide film advertisement with social cause	400/- 150/- 250/- 100/-	2000/-	Per week
12	Advertisement tax on electric media including cable TV	On advalorum basis @ 10% on the rates charged by the advertisers		

13	Glow Sign Board on land, building, frame post, structure/ dividers (one side rate) (a) For a space upto 10sqft (b) Every additional 25 sqft or less	3000/- 2250/-	500 persqft	Per year
14	Traffic police booth (Manual/ Electronics) (per unit)	3600/- per month	5000/- per month	Per Month
15	Temporary gates along the line of footpath (a) For a space upto 3 sqft (b) For space 3 sqft to 10 sqft (c) Every additional 25sqft or less	360/- 550/- 550/-	5000 per gate	Up to three months
16	Displaying on cloth banner/flex (a) Along the road (b) Across the road	150/- 250/-	100 per sqft	Up to one Month
17	Non illuminated balloon	2400/-	4000/-	Up to three months
18	illuminated balloon	4800/-	6240/-	Up to three months
19	Auto rickshaw	-	500/-	Up to three months
20	Umbrella & other types of media	360/-	1500/-	Per year
21	One time tax for Bus/ Truck etc.	-	2000/-	Up to three months
22	Cab/Van	-	1000/-	Up to three months
23	Bus shelter (including encroachment fee) (a) Illuminated (b) Non illuminated	Same as 1 (a)	Same as 1 (a)	Per year Per 10 sq.ft. per year
24	International Event (payment to be made by organiser) (a)Hockey/ Football, etc. (b) Cricket	50000/- 300000/-	-	Per Event
25	National Event (payment to be made by organiser) (a) Badminton/lawn tennis/football/ cricket etc.	24000/-	-	Per Event
26	Cultural Show/ Event (Payment to be made by the organiser) (a) Spectators less than 1500 (b) Spectators more than 1500 to 20000	12000/- 24000/-	-	Per day
27	Temporary Road Cover Gates (For 7 days) (a) Main road(For Commercial Activity/Advertisement) (b) Main road (For Religion institution, Social Organisation without any commercial activity/Advertisement)	50000/- 1,000/-	30000/- 5,000/-	Per 7 (seven)days Per 7 (seven)days

If any advertisement without permission is detected then the penalty at the rate of 10 (ten) times the applicable tax will be realised from the advertising agency. If the advertising agency could not be identified then the liability will lie within the organiser of the event, owners of the establishment/product as the owner may be made to pay the penalty.

It is the duty of the advertising agencies to remove the advertising material immediately after expiry of the permission provided other than the permission holder will be liable to pay penalty at the rate of 05 (five) times the advertisement tax applicable.

MONALISA GOSWAMI,
Commissioner,
Guwahati Municipal Corporation,
Guwahati.