

The Times of India 21.11.2013

## Nashik Municipal Corporation plans to hike tax on advertising hoardings

NASHIK: Nashik Municipal Corporation (NMC) is planning to increase taxes on advertising hoardings with an aim to increase its revenue through it. The NMC is also planning to levy taxes on advertisings displayed on autorickshaws, taxis, buses of Maharashtra State Road Transport Corporation (MSRTC) and other private vehicles.

The NMC had appointed a Pune-based private consulting firm to increase its revenue through hoardings and other advertising means. The firm recently gave a presentation to the officials and office-bearers of the civic body.

City mayor Yatin Wagh said, "The NMC's advertising rates were so less as compared to other municipal corporations. The NMC is earning Rs 1 crore through advertising taxes. The rate may be increased up to Rs 40 crore. A policy decision in this regard will taken at the general body meeting of the NMC shortly."

"We had also appointed a private consulting agency to conduct survey and suggest measures to increase the revenue through advertising. Accordingly, the firm has suggested some measures in this connection. The beauty of the city is affected due to unauthorised hoardings. Hence, our plan is to give

permission to hoardings with specific size. At present, the NMC is charging Rs 14.5 per sq mt for advertising hoardings, which is less as compared to the rates charged by other municipal corporations in the state. Other civic bodies charge around Rs 150 per sq mt for advertising hoardings," he added.