

MMRDA acts against illegal advertisements Files FIR with police

Mumbai, June 13, 2019 – The Mumbai Metropolitan Region Development Authority (MMRDA) has filed 4 FIRs with Kherwadi, Vile Parle, Samata Nagar and Dahisar Police Stations reporting illegal use of space on traffic gantries provided by MMRDA on the Western and Eastern Express Highways. These gantries carry signage guiding vehicle owners about the distance, direction and various destinations.

It was only in April 2019 that MMRDA had investigated and brought down illegal advertisements from Dahisar (2), Santacruz, Kherwadi (3), Vile Parle (2) and Vakola on the Western Express Highway and one near Postal Colony, Chembur, on the Eastern Express Highway. The two agencies – M/s. Global Advertisers and M/s. Catalyst Advertising & Marketing Pvt. Ltd. – that were, prima facie, found to have been involved in using the space on the traffic gantries illegally were sent notices for the illegal use of space. However, the recurrence of such activities has prompted MMRDA to file an FIR with Police – to make sure fraudulent entities are brought to book and to deter others from involving in sham activities.

The illegal advertising not only adds unnecessary burden of extra weight to the traffic gantries but also intensifies the possibility of accidents.