

**TRANSPORT DEPARTMENT  
GOVERNMENT OF NCT OF DELHI  
5/9, UNDER HILL ROAD, DELHI-110054**

**GUIDELINES ON DISPLAY OF ADVERTISEMENT ON PUBLIC SERVICE  
VEHICLES**

**Following guidelines for display of advertising matter (outside or inside), on Public Transport Vehicles are made under sub-rule (2) of rule 71 of the Delhi Motor Vehicles Rules, 1993.**

**1 General Responsibilities**

- 1.1 The vehicle owner/permit holder shall remain responsible for the content of any advertisement displayed on or within his/her vehicles.
- 1.2 It will be his/her responsibility to comply with the current law of advertising practice irrespective of any consent to display the advertisement which may have been given by Municipal Corporations of Delhi.

**2 Technical and Safety Standards.**

- 2.1 The vehicle owner/permit holder has to obtain approval from municipal body for publishing advertisement on his public service vehicle.
- 2.2 Only those public service vehicles having GPS/GPRS system installed in the vehicles shall be allowed for displaying of advertisements.
- 2.3 All advertisements must comply with the code of advertising practice issued by the Advertising Standards Council of India.
- 2.4 All advertisements must be legal, decent, honest and truthful.
- 2.5 The vehicle owner/permit holder while affixing any advertisement on his public service vehicle must ensure that the provisions of rule 100 of the Central Motor Vehicles Rules, 1989 related to safety glasses and rule 128 related to curtains must be adhered to.
- 2.6 While affixing the advertisement on public service vehicle, the vehicle owner/permit holder shall ensure that the advertising material does not constitute a danger to passenger or the public where they are displayed on or within the vehicle.
- 2.7 Affixation of advertisements shall be allowed only on rear side and left side of the vehicle. The advertising material shall not cover more than 75% of

the area available in each side. While calculating total available area, the area covered by wind screen shall not be counted.

- 2.8 Vehicle owner shall not use any reflecting material while preparing advertisements.
- 2.9 Any psychedelic, laser or moving displays shall not be used as they cause distraction to other drivers.
- 2.10 The appearance of the public service vehicles shall be maintained at all times by ensuring that there is no premature ageing or peeling off advertisements.
- 2.11 Advertisements on school buses on social or community themes shall be encouraged.
- 2.12 School buses and other buses used to ferry school children shall obtain prior clearance on the appearance and contents of the advertisement from the school principal.
- 2.13 The permit holder shall remain responsible for the contents of any advertisement displayed on or within his/her vehicle. It will be his/her responsibility to comply with the current law of advertising practice referred to above irrespective of any consent to display the advertisement which may have been given by State Transport Authority, Transport Department, Government of NCT of Delhi.
- 2.14 While affixing the advertisement on public service vehicle, the vehicle owner/permit holder shall ensure that the advertising material does not obscure the driver's vision, the registration mark (number plate) or any other information which have been made mandatory to be displayed and kept in public view as per the permit condition.
- 2.15 The material used for preparing advertising material must be of a quality not easily defaced or detached. No paper based material or water soluble, adhesive paste shall be used.
- 2.16 The advertising material must be non-inflammable.
- 2.17 10% space on big buses, DTC, Cluster, Contract Buses shall be reserved for advertisements by the Government Departments.
- 2.18 For Cluster and Contract Buses the advertisements would be given at the base price fixed by DAVP. DTC shall give out such advertisements at the base price fixed by the corporation.

2.19 15 days notice would be given by the Government Departments to the bus owner, prior to the installation of such advertisements.

**3 Advertisements will not be approved or permitted which promote the following:**

- 3.1 The sale of alcohol or tobacco or cigarette or related products.
- 3.2 If they contain political, ethnic, religious or sectarian text.
- 3.3 Sexual or controversial text; display nude or semi-nude figures; or are likely to offend public taste; depict men, women or children as sexual objects.
- 3.4 The use of firearms, weapons and related items.
- 3.5 Direct and immediate violence to anyone shown in the advertisement or observing it.
- 3.6 Refers to indecency or obscenity or use of obscene and distasteful language.
- 3.7 Racist or sectarian group or organisation which intends to promote such a group or such organisation and/or any of its activities.
- 3.8 Condone or provokes anti-social behaviour.
- 3.9 Lottery tickets, sweepstakes entries and slot machines related advertisements.
- 3.10 Cruelty to animals.
- 3.11 The advertisement should not contain excessive written material as it diverts attention of other drivers. It would be advisable that advertisement material should not contain more than 20 words. It would be preferable if pictorial advertisements are affixed on public service vehicles.

**4 Intervention, Revision and Liability:**

- 4.1 Transport Department and Delhi Traffic Police will intervene if vehicle owners/permit holders flout the guidelines and required standards for advertisements.
- 4.2 Operators are required to remove advertisements that are deemed inappropriately placed and those are faded or show signs of ageing, etc.

- 4.3 Transport Department may revise or amend the guidelines or issue new directives for compliance as it deems fit from time to time without any liability to any party on cost incurred or revenue forgone by any party. Transport Department shall not be liable for claims of compensation from any party whatsoever.

## **5 Inspection and Penalties**

- 5.1 Public service vehicle operators who flout the guidelines and the required standards may be penalized as per the provisions of the Motor Vehicles Act, 1988 and rules framed there under.

(Ranjana Deswal)  
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Special Commissioner of Police (Traffic)

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Member

(Madan Lal)  
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