



ELCITA

Ref: ELCITA:NOTIFICATION/002/2018-19

Date : 15th September 2018

Notice

Road Naming charges within the jurisdiction of "e-City Industrial Township"

Some of the Electronics City roads have been named after certain companies who are paying for such facility. This notification is issued to provide opportunity to interested companies to avail such road naming facility.

The applicable charges for road naming by companies in Electronics City w.e.f April 1, 2018 to March 31st 2021 are as under:

Roads up to 12 meters width - Rs.6.00 lakh per KM / Annum

Roads exceeding 12 meters width - Rs.8.40 lakhs per KM / Annum

Considering that certain companies have already availed this facility for several years and paid the requisite charges, the following roads shall continue to be named as in table below at the above base rates from April 1st 2018 to March 31st 2021. If any of the companies who are availing this facility are not interested in continuing or moving out, any other company in that road can submit application to ELCITA

Road location	Road Name
West Avenue : 05 (Via WJ09 Upto WJ14) Hewlett Packard entrance to Oterra Hotel Junction	Hewlett Packard Avenue
West Avenue : 01 (From WJ 01 to WJ 05) NTTF to BHEL junction	Infosys Avenue
West Avenue : 04 & West Avenue : 03 (From WJ 04 Via WJ 10 upto WJ 09) Siemens junction to Oterra junction	Infosys Drive
West Avenue : 03, West Avenue : 02, West Avenue : 01 (From WJ 09 Via WJ 08, WJ07, WJ06 upto WJ05) Oterra Hotel Junction to BHEL junction via Erkadi	Velankani Drive
West Avenue : 06 (From WJ05 Via WJ19, WJ20 Upto WJ 21) BHEL Junction to Wipro Gate No. 05	Wipro Avenue

The other roads in Electronics City (as listed in the Annexure-01, attached) are available to companies for road naming. Interested companies shall submit their application latest by Sept 30, 2018.

The procedure for road naming shall be as under:

1. Effective 2018-19, applications can be made twice a year; during March-April and, September-October

ELECTRONICS CITY INDUSTRIAL TOWNSHIP AUTHORITY

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2. Interested company should submit an application to ELCITA listing down the roads to be named. The company should necessarily have its operation on the road which is proposed to be named.
3. If a road is already named after a company, the company will have the first right of refusal in availing the facility.
4. In case multiple applications are received for a road, the applicants will be informed about the same and the decision will be taken based on auction, with the above prescribed charges as the minimum. The road will have the name of the highest bidder.
5. All successful applicants will have to make the payment on an annual basis within 30 days from the date of demand note raised by ELCITA.
6. The companies will have to pay the road naming charges as per the prevailing rates of the respective year.
7. Road naming charges will be applicable for the period of the year the facility is availed.

Note: As part of road naming companies will be eligible for:

- i. Signage with name of the road (company) every 500m on the pavement / median or at the intersection with any other road.
- ii. Usage of the road name in all correspondences of ELCITA wherever the respective road is mentioned.




Chief Executive Officer
Electronics City Industrial Township Authority

Place: Bangalore

Date: 15th September 2018.