



Ref: ELCITA NOTIFICATION/010/2015-16

Date: May 18th 2015

Notice: Road Naming charges in Electronics City

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

The applicable charges for road naming by corporates in Electronics City effective April 1, 2015 are as under:

Roads upto 12 metres width - Rs. 5.00 Lacs per KM / annum
Roads exceeding 12 metres width - Rs. 7 Lacs per KM / annum

Considering that certain corporates had already availed of this facility for several years and paid the requisite charges, the following roads shall continue to be named as under until March 31, 2018 provided they make the payment as per new rates before Jun 30th2015

Road Location	Road Name
HP Entrance to Crowne Plaza Junction	HP Avenue
1st Main Road : NHAI Arch to Siemens Junction	Infosys Avenue
1st Main Road : Siemens Junction to BHEL Jn	Infosys Avenue
3rd Cross : Siemens Junction to IFIM Junction	Infosys Drive
IFIM Jn. to Crowne Plaza Junction	Infosys Drive
Crowne Plaza Junction to KPTCL Junction	Velankani Drive
KPTCL Junction to BHEL Jn (via Erkadi)	Velankani Drive
1st Main : BHEL Junction to Wipro Gate - 5 (Security Kiosk)	Wipro Avenue

The other roads in Electronics City are available to corporates for road naming. Interested corporate should submit their application latest by June 30, 2015.

The Procedure for road naming shall be as under:

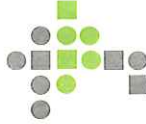
- Effective 2016-17, applications can be made twice a year; during April – May and, October – November.
- Interested corporate should submit an application to ELCITA listing down the roads to be named. The corporate should necessarily have an office in the road which is proposed to be named

ELECTRONICS CITY INDUSTRIAL TOWNSHIP AUTHORITY

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E L C I T A

- 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. The road will have the name of the highest bidder.
- All successful applicants will have to make the payment on an annual basis within 30 days of demand note from ELCITA
- The road naming facility will be for 3 years after which, fresh application should be made by corporates and the decision shall be taken as per the aforesaid procedure.
- The corporates will have to pay the road naming charges as per the prevailing rates of the respective year

As part of road naming corporates will be eligible for:

1. Signage with name of the road (corporate) every 300m on the pavement/median
2. Usage of the road name in all correspondences of ELCITA wherever the respective road is mentioned.



Chief Executive Officer
Electronics City Industrial Township Authority