



Ref : ELCITA:NOTIFICATION/010/2024-25

Date : 11-03-2024

## NOTIFICATION

### (ELCITA Road Name Partnership Program)

It is hereby notified that the Road Name Partnership Program for the period 2024-26 is open for Member Companies. This initiative was introduced to help companies enhance their branding in their immediate surroundings.

Applicable charges per annum are as follows. These charges will apply for the period 1<sup>st</sup> April 2024 to 31<sup>st</sup> March 2026.

Length of Road (KM)	Width of Road (M)	Road Partnership Charges /Annum
0 KM to 1 KM	6.00M to 12.00M	Rs. 6.00 Lakhs
	12.00M to 18.00M	Rs. 8.40 Lakhs
	18.00M & Above	Rs. 12.00 Lakhs

**Note: Rates applicable would be proportionate to actual length of road.**

Considering that certain corporates have already availed this facility for several years and paid the requisite charges, the following roads shall continue to be named as under until March 31, 2026.

Details of Road	Road Name
Hosur Road (HP Entrance) to Oterra Hotel Junction	HPE Avenue
NTTF to BHEL Junction	Infosys Avenue
Siemens Junction to Oterra Junction	Infosys Drive
Oterra Hotel Junction to BHEL junction (along velankani campus)	Velankani Drive
BHEL Junction to Wipro Gate No. 05	Wipro Avenue
Erkadi Junction to Neeladri Road (New Access Road)	360 Degree Avenue



ELECTRONICS CITY INDUSTRIAL TOWNSHIP AUTHORITY

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All other roads in Electronics City (as listed in the Annexure-01, attached) are available to corporates on the partnership program. Interested Entities can submit their application to ELCITA.

The procedure for road naming shall be as under:

1. Interested corporates or establishments should submit an application to ELCITA listing down the roads they would like to name. The corporate or establishment should necessarily have an office on the road which is proposed to be named.
2. In case of multiple applications 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.
3. 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.
4. The road naming facility will be for 2 years after which, fresh application should be made, and the decision shall be taken as per the aforesaid procedure.
5. Partnership charges are to be paid as per the prevailing rates of the respective year.

**Note:** Partnership will entitle the following:

- i. Enhanced brand visibility with road signage displaying company's name. One Signage Pylon with name of the road (corporate) for 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.

  
Authorised Officer  
ELECTRONICS CITY INDUSTRIAL TOWNSHIP AUTHORITY



ANNEXURE 01

(Notification No. Ref : ELCITA:NOTIFICATION/010/2024-25 Date : 11-03-2024)

ELECTRONICS CITY ROADS AVAILABLE FOR ROAD NAMING

From Junction / Node Description	To Junction / Node Description	Road Name : Revised	New Road ID	Length of Road in Mtr	Width of Road in M
<b>ELECTRONICS CITY ROADS AVAILABLE FOR ROAD NAMING</b>					
WJ19 Paramount Jn (Via WJ31 - Interplex Junction)	WJ03 SBI Road Junction	West Avenue 08	WA008	1020	12M
WJ17 3M Jn (Via WJ31 Interplex Junction)	WJ52 Bharat Petroleum Corpn Ltd	West Avenue 09	WA009	1446	12M
WJ33 Canara Bank Road Jn (Via WJ47 - Gollahalli Jn)	WJ46 Fire Station	West Avenue 10	WA010	688	12M
WJ46 Fire Station (Via WJ40 Radel Jn)	WJ35 Law & Order Police Station Jn	West Avenue 11	WA011	608	12M
WJ02 BMTc Bus Stop Below Fly Over (Via WJ52 BPCL and MSME)	WJ54 Bangalore Goa Estate	West Lane 01	WL001	784	12M
WJ51 VXL Jn	WJ55 GNAT (Road end)	West Lane 02	WL002	147	12M
WJ48 JP IT Park Jn	WJ49 JJ Glastronics	West Lane 03	WL003	155	12M
WJ26 BSNL Junction (Via WJ27 - ISBR Jn)	WJ29 Arvind Industries	West Lane04	WL004	189	12M
WJ27 ISBR Jn	WJ28 ISBR Boundary end	West Lane 05	WL005	55	12M
WJ23 Ramsoft Jn	WJ24 Ramsoft Road End	West Lane 06	WL006	75	12M



WJ25 Y Junction	WJ34 Flextronics Jn	West Lane 07	WL007	343	12M
WJ18 Teknic Junction	WJ36 Syscon Junction	West Lane 08	WL008	235	12M
WJ40 Radel Road Jn	WJ41 Wipro Gate 8	West Lane 09	WL009	254	12M
WJ42 Cyient Jn (Via WJ43 - Fortuna Infotech Jn)	WJ44 Haritha IT Park Road end	West Lane 10	WL010	451	12M
WJ43 Fortuna Infotech Jn	WJ45 Fire Station Rear Gate	West Lane 11	WL011	142	12M
WJ 006 Erkadi Jn (Via WJ15 - Biotech Park)	WJ16 Saastha Warehousing	West Lane 12	WL012	309	12M
EJ01XIME Jn(Via EJ02 and EJ 03 - Print Point)	EJ04TCS Road End	East Avenue 1	EA001	595	18M
EJ01 XIME Jn	EJ05 Tata BP Solar (Rear Gate)	East Avenue 2	EA002	302	12M
EJ03 Print Point Jn (Via EJ 06 - Hical Junction)	EJ11 Doddanagamangala Road Jn	East Avenue 3	EA003	861	12M
EJ02 Y Junction	EJ15 Edizi Tool Jn	East Avenue 4	EA004	633	633
EJ17 SBI Junction	EJ 16 Tescom Junction	East Avenue 5	EA005	745	12M
EJ06 Hical Junction	EJ 12 Hical Magnetic Rear Boundary	East Lane 1	EL001	230	12M
EJ09 Smart Link Road Junction	EJ13 Neil Computers (Road end)	East Lane 2	EL002	210	12M
EJ10 KIADB Housing Road Junction	EJ14 Axix Bank (Road end)	East Lane 3	EL003	165	12M
EJ15 Edizi Tool Junction	EJ16 TESCOM Junction	East Lane 4	EL004	200	12M



Authorized Officer

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