

**HIGH COURT FOR THE STATE OF TELANGANA AT HYDERABAD**  
**MONDAY, THE TWENTIETH DAY OF JANUARY TWO THOUSAND AND TWENTY**

**:PRESENT:**

**THE HONOURABLE SRI JUSTICE P.KESHA RAO**

**IA No. 1 OF 2020**

**IN**

**WP NO: 564 OF 2020**

**Between:**

1. Outdoor Advertising Media Association,  
Registration No. 671, having its office at  
3-6-473/1, Street No. 5, Himayath Nagar,  
Hyderabad - 500029, Telangana.  
Represented by its Treasurer,  
Sri. Syed Iftequar Mehidi.
2. M/s Prakash Arts  
Registered office at 3-6-73/1, Street No. 5,  
Himayath Nagar, Hyderabad, Rep by its  
Authorised signatory Mr. D.H.Sapare.
3. M/s Ad Age Outdoor Advertising Pvt Ltd  
Office at Plot No. 181/A, MLA Colony,  
Road No. 12, Banjara Hills, Hyderabad.  
Represented by its Executive Director,  
Sri. Syed Iftequar Mehidi.
4. M/s Strap Out of Home Media  
Registered office at 21/10, 2<sup>nd</sup> Street,  
New Colony, Adambakkam, Chennai and  
Office at No.19, Block II, 5<sup>h</sup> Phase, HIG, KPHB Colony,  
Rep by its Proprieter: Sri A. Mallikarjuna Rao;
5. M/s Izra Advertising and Marketing.  
Office at Door No. 5-5-644, Malakunta Road,  
Gosha Mahal, Hyderabad - 500012,  
Represented by Mr. M.A. Quadeer Asim.
6. M/s Outspace Advertising  
Registered office at H.No. 5-4-58/2,  
Kamala Nagar, Vanasthalipuram,  
Hyderabad - 500070, Telangana.  
Represented by its Managing Partner,  
Mr. B. Naveen Kumar.
7. M/s Pranay Ads,  
Registered office at H. No. 2-3-512/134/5/A,  
Bapu Nagar, Amberpet, Hyderabad,  
500013. Represented by its Proprietor,  
D.Saritha.
8. M/s Sri Venkateswara Outdoor Advertisers  
Office at 1-1-712/1, Gandhinagar,  
Hyderabad - 500080,  
Represented by its Manager,  
Mr. G. Ramesh S/o G. Lakshminarayana.

- 4
9. M/s Leadspace,  
Office at Plot No. 797 and 798,  
3<sup>rd</sup> Floor, 100 ft road, Madhapur - 500081,  
Represented by its General Manager,  
Mr. M. Anil Kumar.
  10. M/s Sri Gayathri Agencies,  
Office at Flat No. 103, Hirise Paradise,  
Bachupally, Represented by its proprietor,  
Mr. Murali Krishna.
  11. M/s Rainbow Advertising  
Office at H. No. 11-13-1377/2,  
Flat No. 305, 4<sup>th</sup> Floor, City Centre Apartments,  
Kothapet, Hyderabad, 500035.  
Represented by its proprietor,  
N. Rama Rao S/o Lakshminarayana
  12. M/s Gagana Advertising  
Office at Flat No. 305, 3<sup>rd</sup> floor,  
City Centre Apartment, Margadarshi Colony,  
Kothapet, Hyderabad - 500035  
Represented by its Proprietor,  
Mr. Srikant S/o E. Lakshmana Rao.
  13. M/s. M.R. Publicities Outdoor Advertisers,  
Office at H. No. 1-23-416/1, Plot No. 142,  
Bhudevinagar, Secunderabad,  
Represented by its Marketing Executive,  
Mr. T. Raju, S/o Babu Rao.

Petitioners

AND

1. State of Telangana,  
Represented by its Principal Secretary,  
Municipal Administration and Urban Development  
Department, Hyderabad, Telanagana.
2. Commissioner,  
Greater Hyderabad Municipal Corporation,  
CC Complex Tank Bund Road,  
Lower Tank Bund Hyderabad: 500063  
Telangana State.
3. Additional Commissioner, (Advertisement)  
Greater Hyderabad Municipal Corporation,  
CC Complex Tank Bund Road,  
Lower Tank Bund Hyderabad: 500063  
Telangana State.

... Respondents

**Counsel for the Petitioners : SRI D. PRAKASH REDDY Senior Counsel  
representing SRI AVINASH DESAI**

**Counsel for the Respondent No.1 : GP FOR MUNICIPAL ADMINISTRATION &  
URBAN DEVELOPMENT**

**Counsel for the Respondent Nos.2 and 3 : SRI N. ASHOK KUMAR**

Petition under Section 151 CPC praying that in the circumstances stated in the affidavit filed in support of the writ petition, the High Court may be pleased to stay the operation of the Circular dated: 30.09.2019, bearing no. e-22167/ Advt./GHMC/2019/4021, thereby permitting the petitioners to continue the display of advertisements by paying the license fee as fixed at the time of renewal of the license for the year 2019-20, consequently restraining the respondents herein from levying any penalty, removing the display on hoardings/ unipoles, or cancellation of permission given to the Petitioners to conduct business of outdoor advertising, as a result of non-compliance with the Circular dated: 30.09.2019, bearing no. e-22167/Advt./GHMC/2019/4021 pending disposal of WP.No.564 of 2020, on the file of the High Court.

The court while directing issue of notice to the Respondents herein to show cause as to why this application should not be complied with, made the following. (The receipt of this order will be deemed to be the receipt of notice in the case).

**ORDER:**

Having heard both the counsel and in the light of the averments made in the affidavit filed in support of the application, the interim stay as sought for, is granted for a period of eight weeks from today.

Sd/- M. MANJULA  
ASSISTANT REGISTRAR

**//TRUE COPY//**

**SECTION OFFICER**

**To,**

1. The Principal Secretary, Municipal Administration and Urban Development Department, State of Telangana, Hyderabad, Telangana.
2. The Commissioner, Greater Hyderabad Municipal Corporation, CC Complex Tank Bund Road, Lower Tank Bund Hyderabad – 500063 Telangana State.
3. The Additional Commissioner, (Advertisement), Greater Hyderabad Municipal Corporation, CC Complex Tank Bund Road, Lower Tank Bund Hyderabad – 500063 Telangana State (RR 1 to 3 By RPAD).
4. One CC to SRI. AVINASH DESAI, Advocate [OPUC].
5. Two CCs to GP FOR MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT, High Court for the State of Telangana at Hyderabad [OUT].
6. One spare copy  
ZEE

HIGH COURT

PKRJ

DATED:20/01/2020

ORDER

I.A.NO.1 OF 2020  
IN  
WP.No.564 of 2020

INTERIM STAY

