

IN THE HIGH COURT OF JHARKHAND AT RANCHI
W.P.(C) No.2560 of 2026

Jharkhand State Outdoor Advertising Association. **Petitioner**
Versus

The State of Jharkhand & Ors. **Respondents**

WITH
W.P.(C) No.2508 of 2026

M/s RDS Advertising & Marketing Group. **Petitioner**
Versus

Administrator, Ranchi Municipal Corporation & Ors. **Respondents**

CORAM : SRI ANANDA SEN, J.

For the Petitioner(s) : Mr. Amit Kumar Das, Sr. Adv., with
Mr. Sankalp Goswami, Adv.
Mr. Indrajit Sinha, Adv, through V.C.
Mrs. Purna Jhunjhunwala, Adv.,
through V.C.
Mr. Souma Ranjan Mukherjee, Adv.

For the Respondent(s) : Mr. P.A.S. Pati, Adv. (for RMC)
Ms. Priyanka Kumari, Adv. (for RMC)
Ms. Vaishnavi Kaushik, Adv.

08/ 11.08.2026

Heard.

2. In these writ petitions, the petitioners who are the Advertising Agencies, challenged the order directing all the Advertising Agencies to remove the hoardings, monopoles and unipoles.

3. Learned senior counsel representing the petitioner submits that the respondents should at least inform the petitioners that which of the hoardings stand as a threat. As per the petitioners, there cannot be a threat perception in respect of all the hoardings.

4. Learned counsel representing the respondent – Ranchi Municipal Corporation (RMC), Ranchi, submits that these monopoles, unipoles, advertisement hoardings, billboards, placards etc., are

hazardous, having tendency to distract the attention or concentration of the drivers attracting several untoward incidents including injury and loss of life. He prays that they may be granted some time to file a detailed counter affidavit.

5. While going through the brief [I.A. No.10715 of 2026 in W.P.(C) No.2560 of 2026], where some photographs have also been attached, my attention was caught at page-82 of the said brief, which portrays that a unipole advertising "*Maa Gayatri Jewellers*", has been protruded on the roadside and the circumference of that huge billboard is upto the middle of the road. Further, in the said photograph, I find that there are streetlights fixed on the road divider and on those streetlight poles also, advertisement hoardings and billboards have been fixed. Those advertisement hoardings / boards are at such a low height that it is bound to strike the motorcyclist / two-wheeler rider who passes through the road.

6. Placing the advertisement boards at such a low height in the middle of the roads on the electricity poles, is definitely a threat to the commuters. Further, those creates blind spot also.

7. Thus, I direct the Ranchi Municipal Corporation, to remove all these types of advertisement hoardings / billboards / placards etc., which are attached on the streetlight poles placed on the divider, at a low height from the surface of the road. It is made clear that if any hoardings are to be placed on the electricity poles which are on the road divider, the said hoardings / advertisement boards should be placed in such a manner that no part of it should be at a height lower than 12 feet from the surface / alignment of the road.

- 8.** Any hoardings / advertising boards or placards on the streetlight or unipoles, which are fixed at a height lesser than what has been mentioned above, should immediately be removed or be placed at a height which is beyond 12 feet, from the surface of the road.
- 9.** List these cases in the next week.
- 10.** In the meantime, counter affidavit must be filed.

(ANANDA SEN, J.)

*11th August, 2026
Prashant. Cp-2*