

200 sq. fts. Area (out of the maximum possible 8000 sq. fts. Advertisement area, which includes interior and exterior area fixed to the structural elements and elevators), should be reserved for the advertisements by MC Ludhiana for informatory or social awareness and other such campaigns of the Government. The concessionaire will be required to seek approval for the advertisement area and the design of foot over bridges, which shall conform to the prevalent guidelines and bylaws.