



Advocacy - Governance - Renewal

To,
Pradeep P.
Chief Executive Officer,
Maharashtra Maritime Board, Mumbai
Indian Mercantile Chambers,
2nd Floor, 14,
Ramjibhai Kamani Marg,
Ballard Estate, Mumbai 400 001

04 May 2026

Subject: Objection to Hoardings on Promenades, Beaches and other Public Open Spaces in Mumbai

Madam/Sir,

As per the notification No.MMB/CEO/Revenue/2026 dated 10 April 2026, the release of the new *Maharashtra Maritime Board (Regulation of display of Advertisements) Regulations, 2026* introduces regulations for the display of advertisements on the areas falling under the jurisdiction of the Maharashtra Maritime Board (MMB).

While the notification highlights the types of advertisements permissible and the procedure to display them, we object to the lack of restrictive areas to display the advertisements under the Maharashtra Maritime Board (MMB)'s jurisdiction which also includes promenades, beaches and other categories of public open spaces (POS) in Mumbai.

Part 4.3 point (c) in the *Policy Guidelines for Display of Outdoor Advertisements 2025* released by the MCGM in November 2025, restricts the installation of hoardings on the compulsory open spaces maintained under the Development Control Regulations (DCR). (Read the attached guideline from the said policy)

4.3 (c) *No hoarding shall be permitted in the compulsory open space required to be maintained under the Development Control Regulations of the Greater Mumbai (DCR) including public recreations grounds, playgrounds, parks and Gardens. However, the permission for erection and display of hoarding can be given after specific remarks from the Building & Proposal dept certifying that the subject proposed hoarding does not fall in compulsory open space.*

प्राप्त झाले
मजकूर आणि सहपत्रांची
पडताळणी न करता
दिनांक : 04/05/2026
वेळ :
स्वाक्षरी Kala, Choda, Fort, Mumbai: 400028
महाराष्ट्र सागरी मंडळ



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We recommend incorporating this guideline into the MMB regulations and restrict the installation and display of advertisements on the POS, particularly promenades and beaches in coastal regulation zone (CRZ) and other open spaces developed in future within MMB's jurisdiction in Mumbai. This would help ensure uniform application of the guideline across POS governed by both the planning authorities.

There are several alternative methods for generating revenue to support the maintenance of these public open spaces.

We also object to the absence of a formal process for inviting suggestions and objections in the formulation of the Maharashtra Maritime Board (Regulation of display of Advertisements) Regulations, 2026. We request that a meeting date and time be scheduled to discuss the urgent need for clear guidelines/regulations to prevent the installation of hoardings on the public open spaces of Mumbai.

About NAGAR:

NAGAR is a not-for-profit organization established in 2000, born out of the passion of several citizens with a goal to improve life in the city of Mumbai. NAGAR's former constituents are CitiSpace, CLEAN-Air, CLEAN-Sweep. NAGAR continues to work in the areas of preservation of public open spaces, solid waste management, improvement in air quality, preservation of water bodies, beaches, mangroves, built and natural heritage features, efficient road space management, and water conservation. The organization is committed to advocating for better enforcement of existing laws, recommending policy changes for improved governance on civic matters, and contributing to urban renewal efforts. NAGAR has a broad network of citizens across the city and collaborates with other civic NGOs to address specific issues.

Thank You.

Sincerely,

Nayana Kathpalia
Trustee

On behalf of Trustees

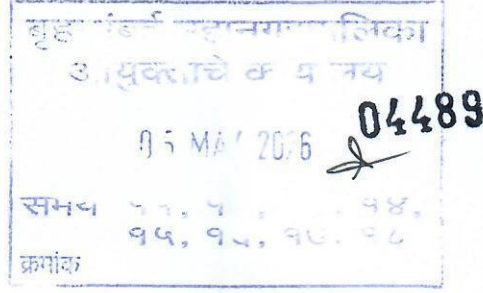
Atul Kumar D M Sukthankar Dinesh Ahir Kunti Oza
Meher Razaat Nayana Kathpalia Neera Punj Parul Kumtha



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CC:

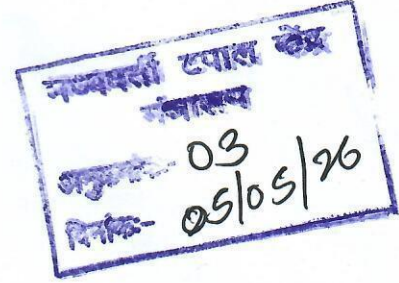
The Municipal Commissioner,
BMC Head Office,
Mahapallika Marg,
Mumbai - 400 001.



V.P. & CEO,
MSRDC,
MSRDC Head Office, Priyadarshani Park,
Nepean Sea Road,
Mumbai 400 036.



The Principal Secretary,
Urban Development Department,
4th Floor, Mantralaya,
Government of Maharashtra,
Mumbai 400 032.



V.P. & CEO,
MHADA,
Griha Nirman Bhavan,
Bandra East,
Mumbai 400 051.

