

**UTTAR PRADESH SHASAN**  
**SANSTHAGAT VITTA, KAR AVAM NIBANDHAN ANUBHAG -6**

In pursuance of the provisions of clause (3) of Article 348 of the Constitution, the Governor is pleased to order the publication of the following English translation of notification no.KA. NI.-6-335/XI-M(112)/09-2012- Order- (01)-2012, dated 01 May, 2012

**NOTIFICATION**

**No.- KA. NI.-6- 335 /XI-M(112)/09- -2012- Order- (01)-2012**  
**Lucknow :: Dated :: 01 May, 2012**

In exercise of the powers under section 3 of the Uttar Pradesh Advertisement Tax Act, 1981(U.P. Act no. xvi of 1981) read with section 21 of the Uttar Pradesh General Clauses Act,1904(U.P.Act no.1 of 1904) the Governor is pleased to make the following amendment in the Government notification no.xxx-EB-6(8)-78Vitta (Manoranjan Kar) Anubhag dated June 13, 1983.

**AMENDMENT**

In the aforesaid notification for the Schedule and note the following Schedule and note shall be substituted, namely :

**SCHEDULE**

Sl. No	Classes of Advertisements	Rates of Advertisement Tax			
		Shorts	Slides	Trailer of films	For other Advertisements
1.	Advertisements exhibited on the screen of Multiplexes in -				
	(i) any Municipal Corporation, NOIDA or Greater NOIDA	₹ 300.00 per shorts per month or part thereof	₹ 50.00 per slide per month or part thereof	₹ 100.00 per Trailer per month or part thereof	₹ 60.00 per Advertise Per month or part thereof
	(ii) any Municipal Council,	₹ 150.00 per shorts per month or part thereof	₹ 30.00 per slide per month or part thereof	₹ 50.00 per Trailer per month or part thereof	₹ 50.00 per Advertise-ment Per month or part thereof
	(iii) any place other than mentioned in classes(i) and (ii)	₹ 50.00 per shorts per month or part thereof	₹ 10.00 per slide per month or part thereof	₹ 30.00 per Trailer per month or part thereof	₹ 30.00 per Advertise-ment Per month or part thereof

*heera*

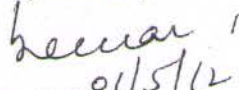
2.	<b>Advertisements exhibited on the screen of cinema-</b>	<b>For Shorts</b>	<b>For Slides</b>	<b>For Trailer of films</b>	<b>For other Advertisements</b>
	(i) any Municipal Corporation,, NOIDA or Greater NOIDA	(a) Up to 30.48 meters ₹ 25.00 per short per week or part thereof  (b) Above 30.48 meters ₹ 60.00 per short per week or part thereof	₹ 2.00 per slide per day but not exceeding ₹ 50.00 per month or part thereof	₹ 3.00 per trailer per day.	₹ 2.00 per advertisement per day
	(ii) any Municipal Council,	₹ 15.00 per short per week or part thereof for every 45 meters or part thereof	₹ 1.00 per slide per day but not exceeding ₹ 20.00 per month or part thereof	₹ 1.50 per trailer per day.	₹ 1.50 per advertisement per day
	(iii) any place other than mentioned in classes (i) and(ii)	₹ 10.00 Per shorts per week or part thereof for every 45 meters or part thereof	50 paise per slide per day but not exceeding ₹ 10.00 per month or part thereof	₹ 1.50 per trailer per day.	₹ 1.00 paise per advertisement per day
3.	<b>Advertisements exhibited by means of video through local channels of Cable Television Networks in-</b>	<b>For stripe of pictures, dates or messages</b>	<b>For logograms</b>	<b>For full screen Advertisements</b>	<b>For other Advertisements</b>
	(i) any Municipal Corporation,, NOIDA or Greater NOIDA	(i) one hundred fifty rupees per day or part thereof where the advertisement is proposed for less than one week, and (ii) five thousand rupees per month or part thereof in other cases;	one thousand rupees per month or part thereof;	three thousand rupees per month or part thereof.	one thousand rupees per month or part thereof;

*heerai*

	(ii) any Municipal Council,	(i) thirty rupees per day or part thereof where the advertisement is proposed for less than one week, and (ii) one thousand rupees per month or part thereof in other cases;	seven hundred fifty rupees per month or part thereof;	one thousand rupees per month or part thereof.	seven hundred fifty rupees per month or part thereof;
	(iii) any place other than mentioned in classes (i) and (ii)	(i) Fifteen rupees per day or part thereof where the advertisement is proposed for less than one week, and  (ii) five hundred rupees per month or part thereof in other cases;	two hundred rupees per month or part thereof;	five hundred rupees per month or part thereof.	two hundred rupees per month or part thereof;
4.	Advertisements exhibited by means of video or any other electronic or digital device including digital projection system on the screen of cinema or through Cable Television Networks-or any other screen by whatever name called.	20% of each payment for advertisement per month or part thereof where advertisements are exhibited through any agency or ₹ 200 per day per place or part thereof. where any person or company exhibits advertisements of their own products.			

**Note-** (1) Every strip/ logogram shall be treated as a separate advertisement.

(2) The advertisements certified by the District Magistrate concerned to be of a purely informative and educative character and in the case of cinema slides relating to the maintenance, sanitation and hygiene of the cinema and trailers certified by the District Magistrate concerned to be of a forthcoming film to be exhibited in the same cinema shall be exempted from the payment of tax.

By Order,  
  
 01/5/12  
**( Biresk Kumar )**  
 Pramukh Sachiv

उत्तर प्रदेश शासन,  
संस्थागत वित्त, कर एवं निबन्धन अनुभाग-6  
संख्या: क0नि0-6-344/ग्यारह-एम(112)/09-2012-आदेश (01)-2012  
लखनऊ: दिनांक: 01 मई, 2012

### अधिसूचना

उत्तर प्रदेश साधारण खण्ड अधिनियम, 1904 (उत्तर प्रदेश अधिनियम संख्या-1, सन् 1904) की धारा 21 के साथ पठित उत्तर प्रदेश विज्ञापन कर अधिनियम, 1981 (उत्तर प्रदेश अधिनियम संख्या-16, सन् 1981) की धारा 3 की उपधारा (1) के परन्तुक के अधीन शक्ति का प्रयोग करके, राज्यपाल सरकारी अधिसूचना संख्या-तीस-ई0बी0-नौ(15)-86 वित्त (मनोरंजन कर) अनुभाग, दिनांक 27 अप्रैल, 1989 में निम्नलिखित संशोधन करते हैं।

### संशोधन

पूर्वोक्त अधिसूचना में ;

(क) दरों और टिप्पणी के स्थान पर निम्नलिखित दरें और टिप्पणियाँ रख दी जायेंगी, अर्थात् :-

### दरें

स्थानीय क्षेत्र	निम्नलिखित की स्क्रीन पर प्रदर्शित विज्ञापनों की वार्षिक एकमुश्त दरें			
	मल्टीप्लेक्स (प्रति स्क्रीन) (रूपये में)	सिनेमा (प्रति स्क्रीन) (रूपये में)	केबिल टेलीविजन (प्रति चैनल) (रूपये में)	वीडियो अथवा कोई अन्य इलेक्ट्रानिक अथवा डिजिटल उपकरण (प्रति स्क्रीन) (रूपये में)
(एक)- कोई नगर-निगम, नोएडा अथवा ग्रेटर नोएडा	20,000.00	7,500.00	1,00,000.00	20,000.00
(दो)- कोई नगर पालिका परिषद	15,000.00	5,000.00	50,000.00	15,000.00

*Handwritten signature*

(तीन)-श्रेणी (एक) और (दो) में उल्लिखित से भिन्न * कोई स्थान	10,000.00	2,000.00	25,000.00	5,000.00
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टिप्पणी-1. प्रत्येक स्ट्रिप/लोगोग्राम एक पृथक विज्ञापन माना जायेगा।

- सम्बन्धित जिला मजिस्ट्रेट द्वारा प्रमाणित विशुद्ध रूप से सूचनात्मक और शिक्षाप्रद प्रकृति के विज्ञापन तथा सिनेमा के अनुरक्षण, स्वच्छता और स्वास्थ्य से सम्बन्धित सिनेमा स्लाइड्स व और सम्बन्धित जिला मजिस्ट्रेट द्वारा प्रमाणित आगामी फिल्म के ऐसे ट्रेलर जो उसी सिनेमा में प्रदर्शित किये जायँ, विज्ञापन कर के भुगतान से मुक्त होंगे।

(ख) प्रस्तर-1 में भुगतान की शर्त और रीति में, प्रपत्र के स्थान पर, निम्नलिखित प्रपत्र रख दिया जायेगा, अर्थात् :

सेवा में,

जिला मजिस्ट्रेट,

महोदय,

में .....जिला.....में स्थित .....का

मालिक एतद्वारा एकमुश्त रूप में विज्ञापन कर का भुगतान करने का विकल्प देता हूँ।

दिनांक .....20.....

मालिक

आज्ञा से,

*A*  
01/5/12  
(बीरेश कुमार)  
प्रमुख सचिव

**UTTAR PRADESH SHASAN**  
**SANSTHAGAT VITTA KAR AVAM NIBANDHAN ANUBHAG -6**

In pursuance of the provisions of clause (3) of Article 348 of the Constitution, the Governor is pleased to order the publication of the following English translation of notification no.KA. NI.-6-344/XI-M(112)/09-2012- Order- (02)-2012, dated 01 May, 2012

**NOTIFICATION**

**No.- KA. NI.-6- 344 /XI-M(112)/09-2012- Order- (02)-2012**  
**Lucknow :: Dated :: 01 May, 2012**

In exercise of the powers under proviso to sub-section (1) of section 3 of the Uttar Pradesh Advertisement Tax Act, 1981(U.P. Act no.16 of 1981) read with section 21 of the Uttar Pradesh General Clauses Act,1904(U.P.Act no.1 of 1904) the Governor is pleased to make the following amendment in Government notification no.XXX-EB-IX (15)/86 Vitta (Manoranjan Kar) Anubhag dated April 27, 1989 :-

**AMENDMENT**

In the aforesaid notifications ;

(a) for the rates and note the following rates and notes shall be substituted namely :

**RATES**

Local area	Annual lump-sum tax on advertisements exhibited on the screen of			
	Multiplex (per screen) (in rupees)	Cinema (per screen) (in rupees)	Cable t. v. (per channel) (in rupees)	By video or any other electronic or digital device (per screen) (in rupees)
(i) Any Municipal Corporation,, NOIDA or Greater NOIDA	20,000.00	7,500.00	1,00,000.00	20,000.00
(ii) Any Municipal Council,	15,000.00	5,000.00	50,000.00	15,000.00
(iii) Any place other than mentioned in classes (i) and (ii)	10,000.00	2,000.00	25,000.00	5,000.00

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**Note-** 1. Every strip/ logogram shall be treated as a separate advertisement.

2. The advertisements certified by the District Magistrate concerned to be of a purely informative and educative character and in the case of cinema slides relating to the maintenance, sanitation and hygiene of the cinema and trailers certified by the District Magistrate concerned to be of a forthcoming film to be exhibited in the same cinema shall be exempted from the payment of tax.

(b) in the condition and Manner of Payment in para-1, for the form the following form shall be substituted namely :

To,  
**The District Magistrate,**  
.....

Sir,  
I.....the proprietor of .....situated  
in.....district.....hereby opt to pay  
advertisement tax in lump-sum.

Dated.....20...

Proprietor

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By Order,

*Biresh Kumar*  
01/5/12  
**(Biresh Kumar)**  
Pramukh Sachiv