



भारतीय राष्ट्रीय राजमार्ग प्राधिकरण  
(सड़क परिवहन और राजमार्ग मंत्रालय)  
**National Highways Authority of India**

(Ministry of Road Transport and Highways)  
जी-5 एवं 6, सेक्टर-10, द्वारका, नई दिल्ली-110075  
G-5 & 6, Sector-10, Dwarka, New Delhi-110075

दूरभाष / Phone : 91-11-25074100/25074200  
फैक्स / Fax : 91-11-25093507 / 25093514

**NHAI/Policy Guidelines/Media Relation/2021**  
**Policy No. 4.26/2021 dated 23<sup>rd</sup> November 2021**  
{Decision taken on E-Office File No. 11041/35/18/2021-MR (Comp.No.111141)}

**Sub: Policy Guidelines for release of advertisements, notifications, notices and other media related activities - reg.**

In partial modification to NHAI Policy circular No. 4.25/2019 dated 01 Oct 2021, the following amendments are made:

- All Display advertisements shall be released through BOC (erstwhile DAVP). Every RO shall have a separate account with BOC to facilitate payment and accounting of the expenditure incurred on advertisements through BOC.
- Para wise amendments are as under:

Sl No.	Reference in the circular	To be read as
(i)	Para 2.1 (f)	Newspapers should be selected on the basis of their circulation and reach. In order to provide equitable opportunity to newspapers, Seven top circulating daily newspapers in respective languages may be considered in rotation for different sets of notifications as per the circulation figures for each edition of newspapers available at BOC (DAVP) website. ROs shall ensure selection of seven top circulating daily newspapers on rotation.
(ii)	Para 2.4 (e)	The advertisement shall be released through BOC (DAVP). The Designing of the advertisement may be got done through advertising agency(ies) empanelled with respective RO of NHAI or BOC. Designing/ translation charges shall be paid as per BOC (DAVP) rates.
(iii)	Para 2.4 (m)	Whenever there is a display advertisement to be released by NHAI HQ, creatives from all the advertising agencies empanelled with NHAI HQ shall be invited and the advertisement shall be released through BOC (DAVP). Designing/ translation charges shall be paid as per BOC (DAVP) rates.

- This issues with the approval of the Competent Authority.

  
(Sunil Prakash Bhardwaj)  
Chief General Manager (Coord.)

To: All Officers of NHAI HQ/ ROs/ PIUs/ CMUs/ Site Offices

Copy to:

- Hindi Officer for translation in Hindi.
- Library for hosting the circular on library site.
- Web Admin for circulation.