

HIGH COURT FOR THE STATE OF TELANGANA AT HYDERABAD
(Special Original Jurisdiction)

FRIDAY, THE TWENTIETH DAY OF FEBRUARY
TWO THOUSAND AND TWENTY SIX

PRESENT

THE HONOURABLE SRI JUSTICE N.V.SHRAVAN KUMAR

WRIT PETITION NO: 5442 OF 2026

Between:

1. M/s Telangana Outdoor Media Owners Association, Rep. by its Secretary Konkala Ramesh, S/o. Sambaiah, aged about 49 years, O/o. Tarnaka, Secunderabad. R/o. Flat No. 202, Kamal Apartment, D.No. 12-5-17, Vijaypuri Colony, Tarnaka, Secunderabad.
2. M/s Libra Outdoor Advertising, Represented by Managing Partner T.Dayakar Reddy, S/o Anand Reddy, aged about 64 years, Occ. Business, Suchitra Circle, Hyderabad.
3. M/s MSR Ads, Represented by proprietor R.Ramaswamy, S/o Kanakaiah, aged about 53 years, Occ. Business, Neredmet, Secunderabad.
4. M/s Haritha Ads, Represented by proprietor P. Kumar swamy S/o Mondaiah, aged about 40 years, Occ. Business, Begumpet, Hyderabad.
5. M/s Naveen Ads, Represented by proprietor B. Naveen Kumar, S/o Yadava Chari, aged about 45 years, Occ. Business, Kushaiguda, Hyderabad
6. M/S AD Zone, Represented by proprietor G. Surendar Raju, S/o Basawa Raju, aged about 49 years, Occ. Business, Ameerpet, Hyderabad.
7. M/S Profilikmind, Represented by proprietor. Mohd Rafiullah Khan s/o Mohammed Ahmaedullah Khan aged about 42 Years Occ. Business, 2-4-67/83 baitul ata, sunrise home township Road no 05 Rajnendernagar, K.V Ranga Reddy , Telangana
8. M/S Sri Raja ads, Represented by proprietor Vinnakota Raja Mohan s/o V.Madhava Rao aged about 59Years Occ. Business , Hno 5-58,59, Venkata Sai Vihar, G-7 Srinivas Nagar Colony, Nizampet Hyderabad, Telangana
9. M/S Magnate Outdoor Advertising, Represented by proprietor Chand Basha, S/o Husain Sahed, aged about 40 years, Occ. Business, Attapur, Hyderabad.
10. M/S Foresites, Represented by Managing partner. Surendra prasad Adusumulli S/o late A Nagabhushanam aged about 63 Years Occ. Business, Golkonda X roAds1-7-149/A/3 Bakaram Musheerabad Hyderabad.
11. M/S Roshan Adz, Represented by proprietor G.Vinod S/o Ramaswamy, aged about 50 years, Occ. Business, Malkajgiri, Hyderabad.
12. M/S Ikar Outdoor Advertising, Represented by Proprietor. Mohammed Rasool S/o Late Mohammed Ibrahim aged about 63 Years Occ. Business, First Floor ,8-2-596/2/1 Muqeem Villa Road Number 10, Lane beside bank of Baroda, banjara hills, Hyderabad.

13. M/S Ivision Media, Represented by Managing Partner D.Devendar, S/o D.Satyanarayana, aged about 43 years, Occ. Business, Neredmet, Secunderbad.
14. M/S Sunrise Ads, Represented by proprietor M.Venkateswara Rao, S/o. Varadaiah, aged about 45 years, Occ. Business, Uppal Hyderabad.
15. M/S Univision Advertising, Represented by Managing Partner. Mohammed Munner Ahamed w/o Asia Tabassum aged about 62 Years Occ. Business, 12-5-74/1, Vijaypuri colony, tarnaika Secunderabad 500017
16. M/S Sampath Ads, Represented by proprietor M.Sampath, S/o Venkataiah Late, aged about 44 years, Occ. Business, Balaji Nagar Hyderabad.
17. M/S Sai Leela Arts, Represented by proprietor P.Raju, S/o. Mallaiah, aged about 39 years. Occ. Business, A.S. Rao Nagar, Hyderabad.
18. M/S Sai Leela Ads. Represented by Managing Director. Parvathi Raju S/o Parvathi Mallaiah aged about 41 Years Occ. Business, Plot No.74/p, Gokul Nagar, Sainikpuri 500062Hyderabad.
19. M/S My Choice Publicity, Represented by proprietor E. Sudhakar, S/o Saidulu, aged about 40 years, Occ. Business, Hayath Nagar, Hyderabad.
20. M/S P.Raju ads, Represented by Managing Director. P.Raju S/o P.Mallaiah aged about 52 Years Occ. Business, New Ram Nagar Uppal, Hyderabad.
21. M/S Ramesh Ads. Represented by Managing Director. Arpula Ramesh S/o Arpula Kistaiah aged about 39 Years Occ. Business. 16-8-236/2, kaladera, malakpet, Hyderabad.
22. M/s RP Advertising, Represented by proprietor Ragaendra, S/o Shivaiah, aged about 40 years, Occ. Business, Sagar Ring Road, Karmanghat, Hyderabad.
23. M/S PVS Ads, Represented by proprietor. Ramu povunuri s/o Late P. Venkata Swamy aged about 40Years Occ. Business 4-307/1 opp phoenix Green school lane,gandipet Mandal kokapet Rangareddy
24. M/S Chakri Ads, Represented by proprietor S.Umesh Chari, S/o Raja Char. aged about 40years, Occ. Business, Chengicherelia, Hyderabad.
25. M/S MOM Ads, Represented by proprietor Karthik Reddy, S/o prasad reddy, aged about 37 years, Occ. Business, Nizampet Hyderabad
26. Sai Tirumala Digitals, Represented by proprietor T. Vishnu Vardhan Reddy. S/o Anji Reddy, aged about 48 years, Occ. Business, SP Nagar, JNTU, Hyderabad.
27. Sai Tirumala Ads, Represented by proprietor T. Hari Shankar Reddy, S/o Malla reddy, aged about 42 years, Occ. Business SP Nagar, JNTU, Hyderabad

...PETITIONERS

AND

1. The State of Telangana, Represented by its Principal Secretary, MA and UD Department, Secretariat, Hyderabad. 500002.
2. The Greater Hyderabad Municipal Corporation (GHMC), Represented by its The Commissioner, CC Complex Tank Bund Road Lower Tank Band, Hyderabad. 500063.

3. The Commissioner and Director of Municipal Administration, Represented by its Secretary to Government (CDMA) 640, AC Guards, Masabtank, Opp PTI Building, Hyderabad 500004.

...RESPONDENTS

Petition under Article 226 of the Constitution of India praying that in the circumstances stated in the affidavit filed therewith, the High Court may be pleased to issue a Writ, Order or Direction, more particularly a Writ of Mandamus, directing the Respondents to forthwith consider the Petitioners' representations/objections dated 04.02.2026, 06.02.2026 and 18.02.2026, and to take an informed, fair and reasoned decision, after affording a reasonable opportunity of stakeholder inputs / objections through a meaningful consultative and deliberative process, before finalising and/or notifying new Outdoor Advertisement Policy.

IA NO: 1 OF 2026

Petition under Section 151 CPC praying that in the circumstances stated in the affidavit filed in support of the writ petition, the High Court may be pleased to direct Respondents 1 to 3 not to finalise and/or notify the proposed policy, without duly considering the Petitioners representations dated 04.02.2026, 06.02.2026 and 18.02.2026 and without affording the Petitioners a reasonable opportunity to submit stakeholder and expert inputs through a meaningful consultative and deliberative process; pending disposal of the present Writ Petition.

Counsel for the Petitioners: SRI V.ROOPESH KUMAR REDDY

Counsel for the Respondent No's 1 & 3: GP FOR MCPL ADMN URBAN DEV

**Counsel for the Respondent No.2 : SRI G.MADHUSUDHAN REDDY,
SC FOR GHMC**

The Court made the following: ORDER

**IN THE HIGH COURT FOR THE STATE OF TELANGANA
AT HYDERABAD**

THE HONOURABLE SRI JUSTICE N.V.SHRAVAN KUMAR

**WRIT PETITION No.5442 of 2026
DATE OF ORDER: 20.02.2026**

Between:

**M/s. Telangana Outdoor Media Owners' Association
Rep. by its Secretary Konkala Ramesh,
S/o. Sambaiah & 26 Others**

..Petitioners

AND

**The State of Telangana,
Rep. by its Principal Secretary,
Municipal Administration & Urban Development
Department
Secretariat, Hyderabad - 500 002 & 2 Others**

...Respondents

ORDER:

This writ petition is filed seeking a direction to the respondents to forthwith consider the petitioners' representations / objections dated 04.02.2026, 06.02.2026 & 18.02.2026 and to take an informed, fair and reasoned decision, after affording a reasonable opportunity of stakeholder inputs /objections through a meaningful consultative and deliberative

process, before finalizing and / or notifying new Outdoor Advertisement Policy.

2. Though various grounds are raised in the writ petition, learned counsel for the petitioners confined his submissions to the extent of disposing of the petitioners' representations pending before respondent No.1 with regard to Advertisement Policy.

3. Learned Government Pleader for Municipal Administration & Urban Development appearing for respondent No.1 would submit that the representations were made by the petitioners to respondent No.1 with regard to Advertisement Policy on 04.02.2026, 06.02.2026 & 18.02.2026 and some time may be granted to decide the said representations.

4. Heard learned counsel for the petitioners and learned Government Pleader for Municipal Administration & Urban Development appearing for respondent No.1.

5. Recording the submissions of learned counsel appearing for petitioners and respondent No.1, without expressing any opinion on the merits of the case, the respondent No.1 is directed to consider the representations of the petitioners and

shall give fair opportunity of hearing to the petitioners before formulating the Advertisement Policy.

6. With the above directions, this writ petition is disposed of with consent. There shall be no order as to costs

7. As a sequel thereto, miscellaneous applications if any pending in this petition, shall stand closed.

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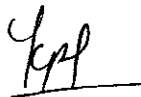
Sd/- L. VIJAYA LAXMI
ASSISTANT REGISTRAR

SECTION OFFICER

To,

1. The Principal Secretary, MA and UD Department, Secretariat, Hyderabad, State of Telangana-500002.
2. The Commissioner, Greater Hyderabad Municipal Corporation (GHMC), CC Complex Tank Bund Road, Lower Tank Band, Hyderabad . 500063.
3. The Commissioner and Director of Municipal Administration, Represented by its Secretary to Government (CDMA) 640, AC Guards, Masabtank, Opp PTI Building, Hyderabad 500004.
4. One CC to SRI V.ROOPESH KUMAR REDDY, Advocate [OPUC]
5. One CC to SRI G.MADHUSUDHAN REDDY, SC FOR GHMC [OPUC]
6. Two CCs to GP FOR MCPL ADMN URBAN DEV, High Court for the State of Telangana at Hyderabad [OUT]
7. Two CD Copies

BSR
GJP



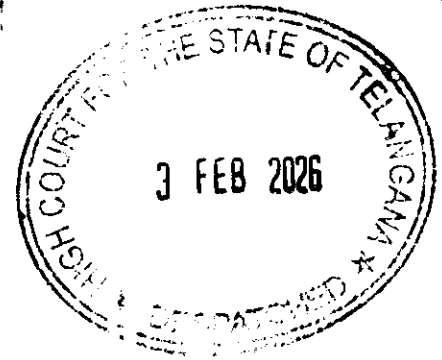
CC TODAY

HIGH COURT

DATED:20/02/2026

ORDER

WP.No.5442 of 2026



DISPOSING OF THE WRIT PETITION,
WITHOUT COSTS

(10)

lpr
23/2/26