

## **PRESS NOTE**

### **PMRDA Cracks Down on Unauthorized Hoarding in Bhugaon; Strict Action in Mulshi Taluka Triggers Panic Among Illegal Ad Operators**

**PUNE:** Taking a highly aggressive stance against unauthorized and hazardous billboards, the Pune Metropolitan Region Development Authority (PMRDA) launched a major crackdown on Monday, May 18. As part of this intensive drive, PMRDA's unauthorized construction demolition cell successfully pulled down a massive illegal hoarding in Bhugaon, located in Mulshi taluka. The decisive move has sent shockwaves through illegal hoarding operators across the Pune metropolitan area.

The unauthorized structure was erected at Gat No. 44 in Bhugaon village. It was revealed that a firm named 'Omkar Advertising' had set up the hoarding on a plot owned by Abhijeet Malusare without obtaining any official permission from the authorities. Once the billboard was identified as both illegal and structurally hazardous, the PMRDA demolition squad acted swiftly to raze it to the ground.

The entire operation was executed following the direct orders of Metropolitan Commissioner Dr. Abhijeet Chaudhari and under the guidance of Additional Metropolitan Commissioner K. Manjulakshmi. The anti-encroachment drive was led on the ground by Himmat Kharade, Joint Commissioner (In-Charge) of the Unauthorized Construction Department, along with a special team comprising Tehsildars Asha Holkar and Ravindra Ranjane.

Given the severe threat that illegal and poorly structured billboards pose to public safety, PMRDA has intensified its enforcement drive. Issuing a stern warning to violators, Joint Commissioner Himmat Kharade said, "It is mandatory for all advertising operators within the PMRDA limits to strictly adhere to administrative regulations and secure proper formal permissions. Those operating without valid sanctions or maintaining structurally unstable billboards must dismantle them voluntarily. Failing to do so will invite stringent, uncompromising legal action from the administration."

The PMRDA has stated that this anti-hoarding drive will be intensified further in the coming days, with more strict measures lined up against unauthorized billboard operators in Mulshi and surrounding areas.

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