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HC stays NOIDA authority's letter asking DND developer to pay ₹100 cr over advt



The Delhi High Court (HC) has stayed a demand letter issued by NOIDA authority, seeking ₹100 crore from Noida Toll Bridge Company Limited, the developer of DND flyway, in alleged advertisement license fees. Justice Jasmeet Singh stayed in the interim, the letter issued by Outdoor Advertisement Department of New Okhla Industrial Development Authority (NOIDA), which had reportedly also called for the removal of outdoor advertisements displayed by the petitioner on the Delhi-NOIDA-Delhi (DND) Flyway.

"Prima facie, it seems that the petitioner has a right to display advertisements and the balance of convenience lies in favour of the petitioner. In case interim orders are not granted to the petitioner, it may cause irreparable damage and loss to the petitioner which cannot be compensated in terms of money," the court said in its September 25 order.

The court further said "no coercive measures shall be taken against the petitioner" pursuant to the letter of September 10, till the next hearing as it issued notice the NOIDA authority, directing it to file a reply within four weeks. The court would hear the matter on January 16, 2026. On October 26, 2016 the Allahabad High Court stopped the petitioner from collecting user fee from commuters using the DND Flyway, which was later upheld by Supreme Court in December 2024.