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HC stays directive by NOIDA's ad unit seeking Rs 100-cr dues from DND operator

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THE DELHI High Court has stayed a directive issued by the Outdoor Advertisement Department of NOIDA (New Okhla Industrial Development Authority), which demanded Rs 100 crore in outstanding dues from NOIDA Toll

Bridge Company Limited, the operator of the DND (Delhi Noida Delhi) Flyway.

Justice Jasmeet Singh, hearing an arbitration petition by the DND Flyway operator, in an order dated September 25, stated, "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 has directed that no coercive action be taken and issued notice to the Outdoor Advertisement Department of NOIDA. The matter has been listed for hearing on January 16, 2026.