

MCD SIGNAGE APPLICATION

User Manual for Applicants

Municipal Corporation of Delhi (MCD)
Online Signage / Self-Signage Permission Application

Process	Online Signage Application
User Type	Applicant / Business User
Payment	Online payment through payment gateway
Processing Time	Instant after successful payment / gateway confirmation
Manual Version	1.0

Note: Screenshots in this manual are illustrative. Personal/contact and transaction values have been masked where appropriate.

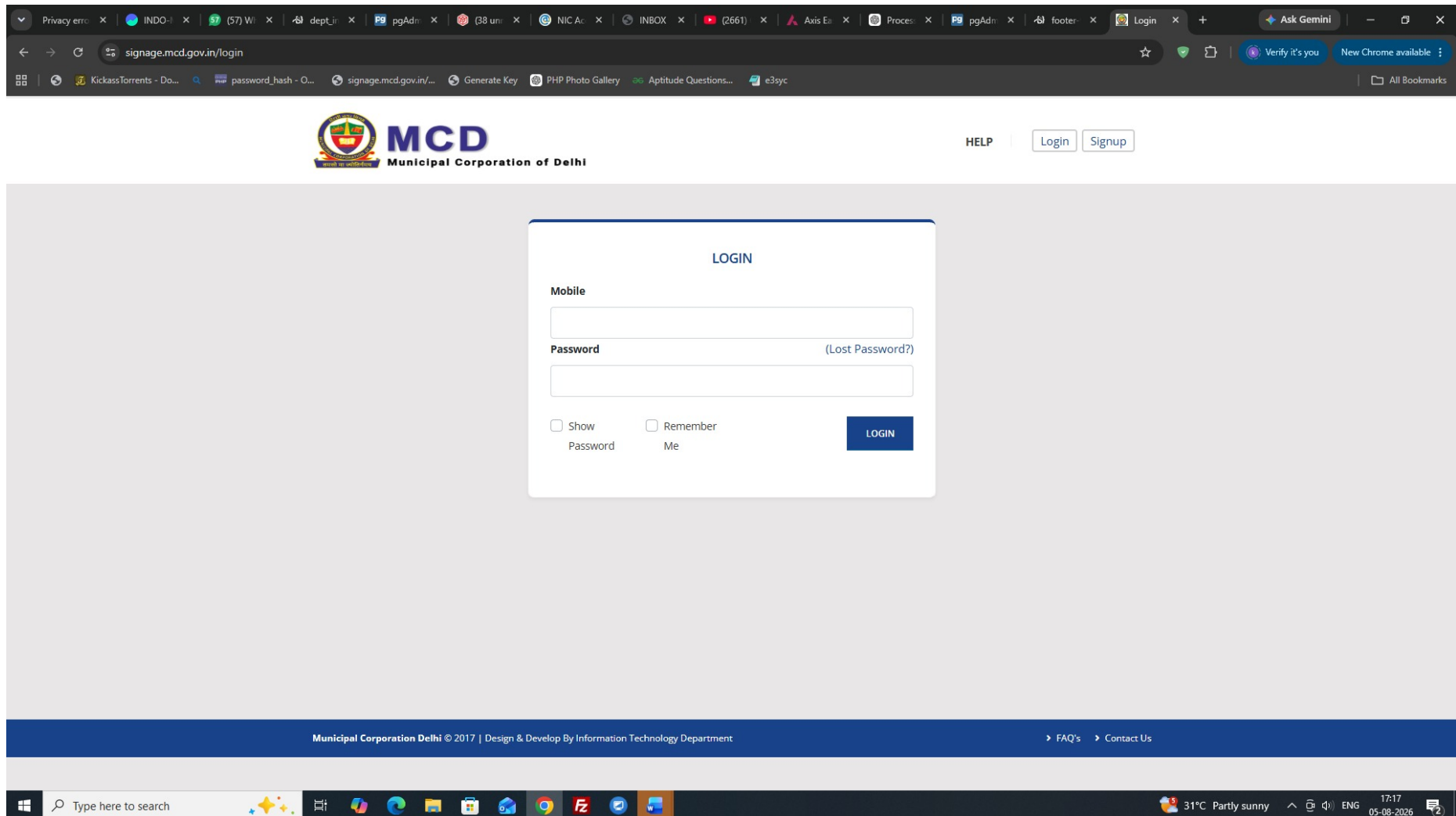
1. Application Process – Quick Overview

1	Login / Signup
2	Add Business
3	Enter Business Address & Location
4	Upload Required Documents
5	Add Signage
6	Select Signage Type & Area
7	Calculate Price
8	Select Payment Duration
9	Review Payment Summary
10	Complete Online Payment
11	Save Payment Slip / Reference

Before starting, keep the business details, address information, required PDF documents, site/signage photographs, and a valid online payment method ready.

2. Login to the MCD Signage Portal

Open the MCD Signage portal and use the Login page to access your applicant account.



The screenshot shows a web browser window with the URL `signage.mcd.gov.in/login`. The page features the MCD Municipal Corporation of Delhi logo at the top left. To the right of the logo are links for [HELP](#), [Login](#), and [Signup](#). The main content area contains a login form titled "LOGIN". The form has two input fields: "Mobile" and "Password". Below the "Password" field is a link for "(Lost Password?)". There are two checkboxes: "Show Password" and "Remember Me". A blue "LOGIN" button is located at the bottom right of the form. The footer of the page displays "Municipal Corporation Delhi © 2017 | Design & Develop By Information Technology Department" and links for [FAQ's](#) and [Contact Us](#). The Windows taskbar at the bottom shows the search bar and various application icons.

Steps

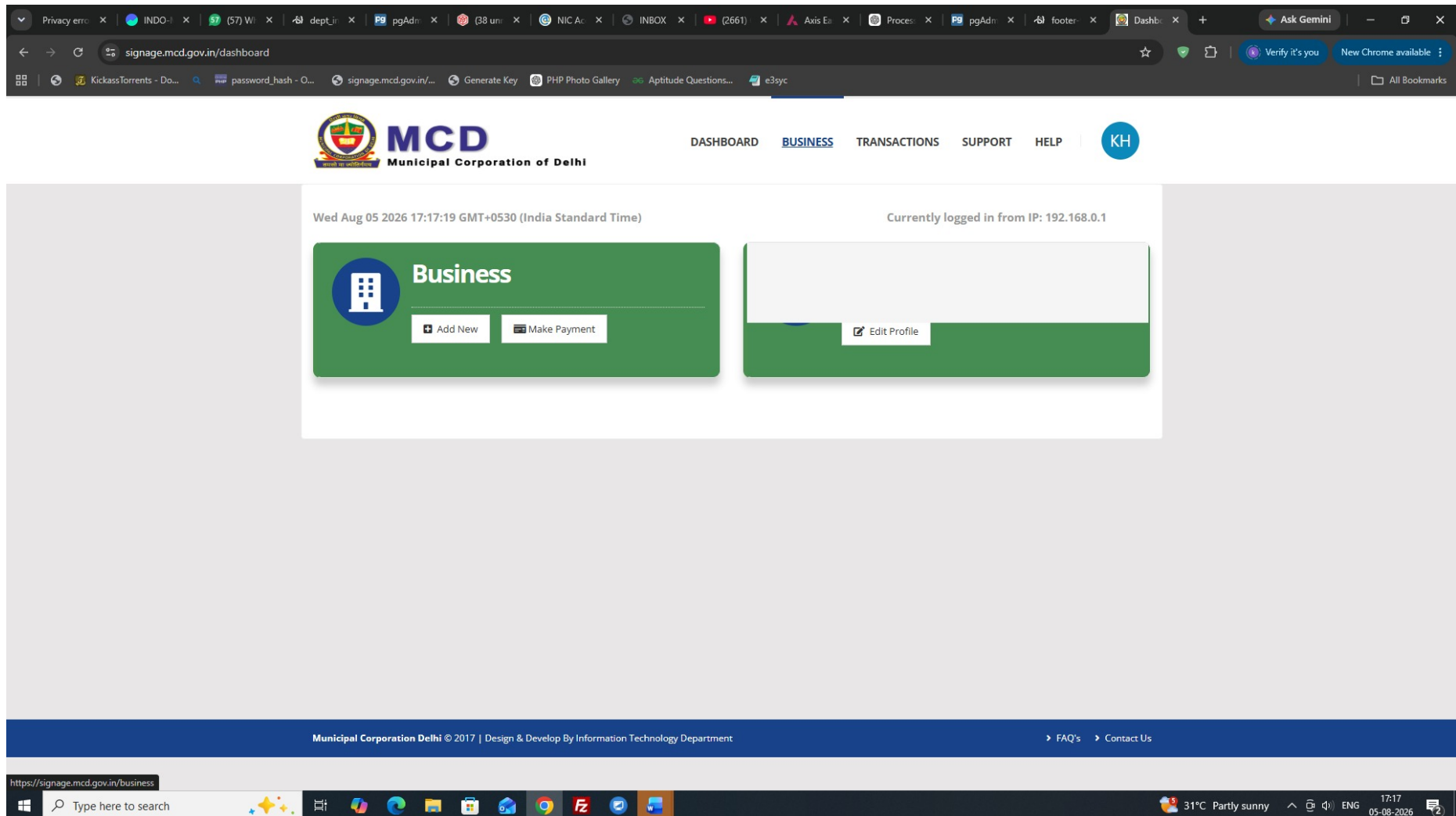
- Enter your registered mobile number in the **Mobile** field.

- Enter your account password in the **Password** field.
- Use **Show Password** if you want to verify the entered password.
- Select **Remember Me** only when using a trusted personal device.
- Click **LOGIN** to continue.
- If you have forgotten your password, use the **Lost Password?** option.

Important: Do not share your password, OTP, or payment credentials with anyone.

3. Dashboard

After successful login, the dashboard provides access to Business, Transactions, Support and Help.



Steps

- Use **BUSINESS** to add or manage business records.

- Use **TRANSACTIONS** to review payment-related information.
- Use **SUPPORT** or **HELP** when assistance is required.
- The Business card provides quick access to **Add New** and **Make Payment**.

4. Add a New Business

Select **Business** → **Add New** to create the business record for which the signage permission will be requested.

The screenshot displays the 'BUSINESS - ADD' form within the MCD Signage Application. The form is titled 'BUSINESS - ADD' and is part of the 'MCD Municipal Corporation of Delhi' system. The form is divided into three main sections: 'BUSINESS - DETAIL', 'BUSINESS ADDRESS', and 'BUSINESS GEO LOCATION'.

BUSINESS - DETAIL

- Business Name ***: A text input field.
- General Trade Licence/Health Trade Licence**: A dropdown menu.
- Nature of Business**: A text input field.

BUSINESS ADDRESS

- Address Line 1 ***: A text input field.
- Address Line 2**: A text input field.
- Colony/Area ***: A dropdown menu with 'Select' as the current value.
- Ward ***: A dropdown menu.
- Zone ***: A dropdown menu with 'Select' as the current value.
- City ***: A dropdown menu with 'Delhi' as the current value.
- State ***: A dropdown menu with 'Delhi' as the current value.
- Pin Code ***: A text input field.

BUSINESS GEO LOCATION

The form is displayed in a web browser window with the URL 'signage.mcd.gov.in/business/add'. The browser's address bar shows the URL, and the page title is 'MCD Municipal Corporation of Delhi'. The browser's taskbar at the bottom shows various application icons and the system clock indicating 17:18 on 05-08-2026.

Steps

- Enter the **Business Name**.

- Enter the **General Trade Licence / Health Trade Licence**, where applicable.
- Enter the **Nature of Business**.
- Provide the business address including Address Line 1 and Address Line 2, if required.
- Select the **Colony/Area, Ward and Zone**.
- Verify the **City, State and Pin Code**.
- Complete the Business Geo Location information as required by the portal.

Important: Fields marked with an asterisk (*) are mandatory.

5. Upload Required Documents

The application requires supporting documents and photographs before the business can be submitted.

The screenshot displays the 'signage.mcd.gov.in/business/add' web page. The header includes the MCD logo and navigation links: DASHBOARD, BUSINESS, TRANSACTIONS, SUPPORT, and HELP. A user profile icon 'KH' is visible. The main content area is titled 'ALL THE DOCUMENTS SUBMITTED MUST BE SELF-ATTESTED'. It lists five required documents, each with a 'Choose File' button and a 'No file chosen' status:

- Proof of legal Occupancy/Ownership (PDF only) ***
Sale deed/lease deed/Rent Agreement/Power of Attorney, ETC.
- Proof of Establishment of Unit (PDF only) ***
General Trade Licence/Health Trade Licence/GST Register Certificate/Labour Department Certificate/Memorandum of Article of Association/Sale Invoice
- Requisite Affidavit (PDF only) ***
Format of Affidavit to be attached
Affidavit performa Download
- Certificate required for product display (PDF only) ***
Authorise Dealership Agreement/ Franchise Agreement ETC
- Photographs of the site where product(s) are to be displayed (png/jpg only)**
Please Upload PNG or JPG photograph.

At the bottom of the form are 'Add' and 'Cancel' buttons. The browser's taskbar at the bottom shows the date as 05-08-2026 and time as 17:18.

Steps

- Upload **Proof of Legal Occupancy/Ownership** in PDF format.

- Upload **Proof of Establishment of Unit** in PDF format.
- Upload the required **Requisite Affidavit** in PDF format. The affidavit proforma can be downloaded from the portal.
- Upload the **Certificate required for product display**, where applicable.
- Upload site photographs in **JPG/PNG** format.
- Ensure all submitted documents are self-attested wherever required.
- Click **Add** after verifying the uploaded files.

Important: Upload only the file types and documents requested on the portal. Keep readable copies of all submitted documents.

6. Business List and Add Signage

After the business is created, it appears in the Business section. A business may contain one or more signage entries.

The screenshot displays the MCD Signage Application interface. The top navigation bar includes links for DASHBOARD, BUSINESS, TRANSACTIONS, SUPPORT, and HELP, along with a user profile icon labeled 'KH'. The main content area is titled 'Add Business' and shows a list of businesses. The first business, 'TESTING222(BS_3487)', is selected and displays a table of signage entries. The table has columns for Name, Type, Dimension(sq.ft.), and Fee (monthly). The entries are:

Name	Type	Dimension(sq.ft.)	Fee (monthly)
test	Normal Full Display with logo and Business name (Rs.100/ sq. ft. / per month)	48 sq. ft.	Rs. 4,800.00
test222222222	LED/Neon Lights Full Display with logo and Business name, product / Services (Rs.600/ sq. ft. / per month)	40 sq. ft.	Rs. 24,000.00
khushboo	Normal Full Display with logo and Business name (Rs.100/ sq. ft. / per month)	10 sq. ft.	Rs. 1,000.00

A yellow banner indicates 'Payment Under Process, Please wait'. Below the table, there is a section for 'DUMMY' with the message 'NO SIGNAGES ADDED FOR THIS BUSINESS. PLEASE ADD TO MAKE PAYMENT' and an 'Add Signage' button. The bottom of the screen shows the Windows taskbar with the date 05-08-2026 and time 17:19.

Steps

- Locate the required business in the Business list.

- Review the existing signage entries, including signage name, type, area and monthly fee.
- Use the **Add Signage** button to create a new signage entry.
- Use the edit icon next to a business/signage entry when the portal allows modification.
- If a business has no signage entries, add a signage before proceeding to payment.

7. Add / Edit Signage Details

The Signage-Add screen is used to enter the signage name, category, display area and photograph.

The screenshot shows a web browser window with the URL `signage.mcd.gov.in/business/detail/bs_4940`. The page title is "SIGNAGE - ADD". The form contains the following fields and options:

- Display Name of the Signage ***: A text input field.
- Type Of Category ***: A list of radio button options:
 - ☐ Normal Full Display with logo and Business name
 - ☐ Normal Full Display with logo and Business name with product / Services
 - ☐ LED Screen/ Lights Full Display with logo and Business name
 - ☐ LED Screen/ Lights Full Display with logo , Business name and product / Services
 - ☐ Neon Lights Full Display with logo and Business name
 - ☐ LED/Neon Lights Full Display with logo and Business name, product / Services
 - ☐ LCD Full Display with logo and Business name
 - ☐ LCD Full Display with logo and Business name, product / Services
- Area of display Board (in sq ft)***: A text input field next to a green "Calculate Price" button.
- Upload Signage photograph**: A label above a file upload area that says "(png/jpg only) *". Below it is a "Choose Files" button and the text "No file chosen".
- Buttons**: "Submit" and "Cancel" buttons at the bottom of the form.

Steps

- Enter the **Display Name of the Signage**.

- Select the applicable **Type of Category** from the available options.
- Enter the **Area of Display Board (in sq ft)**.
- Click **Calculate Price** to calculate the applicable fee.
- Upload the signage photograph in JPG/PNG format.
- Click **Submit** to save the signage details.
- For editing, open the relevant signage/business record and update the permitted fields before saving.

Important: The fee is calculated using the selected signage category and display area. Always verify the calculated amount before payment.

8. Select Payment Duration

After signage details are available, the payment section allows the applicant to select the permission/payment duration.

The screenshot shows the MCD Signage Application web portal. The user is logged in as 'KH'. The dashboard displays a table of existing signage applications and a section for adding new ones.

Logo and business name (Rs.100/ sq. ft. / per month)	Dimension (sq. ft.)	Fee (Rs.)
test222222222	40 sq. ft.	Rs. 24,000.00
khushboo	10 sq. ft.	Rs. 1,000.00

Below the table, there is a section for adding new signage. The user has selected 'AAYUSH(BS_3703)' and is in the process of adding a new signage. The 'Add Signage' button is highlighted.

The 'Add Signage' section shows a table with the following details:

Name	Type	Dimension(sq.ft.)	Fee (monthly)
test	LED Screen/ Lights Full Display with logo and Business name (Rs.200/ sq. ft. / per month)	10 sq. ft.	Rs. 2,000.00

Below the table, there is a section for selecting the payment duration. The user has selected '3 Months' from the dropdown menu.

The 'Payment Intitate' button is highlighted.

Steps

- Select the required duration from the dropdown.

- Available options shown in the portal include **3 Months, 6 Months, 1 Year, 2 Year, 3 Year, 4 Year and 5 Year**.
- After selecting the duration, verify the **Total Payment** shown by the portal.
- Click **Payment Initiate** to proceed to the payment gateway.

Important: The payable amount may depend on signage type, area, fee rate and selected duration.

9. Review Payment Summary

Before leaving the MCD portal for payment, review the payment summary carefully.

The screenshot shows a web browser window with the URL `signage.mcd.gov.in/pg/pgaxis`. The page header includes the MCD logo and navigation links: DASHBOARD, BUSINESS, TRANSACTIONS, SUPPORT, and HELP. A user profile icon labeled 'KH' is visible. The main content area displays the 'Payment Summary' table:

Payment Summary	
Business I	
Applicant	
Applicant	
Applicant Mobile	8109421254
Transaction Id	C250581785930661
Payment Duration	3 Months
Total Fee	6000.00
Paid Amount	6000.00

Below the table, a message states: "PLEASE READ THE FOLLOWING TERM AND CONDITION. YOU MUST ACCEPT BEFORE CONTINUING THE PAYMENT."

A scrollable box contains the following terms and conditions:

1. This permission can not be claimed for display of any other advertisement except the self/commercial establishments /shop signage only.
2. The SDMC shall not be made party to any dispute in respect to the legal occupancy of the premises/ place of display of signage or any other dispute between the permission holder and the third party.
3. The permission shall be treated as invalid/cancelled if the same causes or intend to

Steps

- Verify the **Business Name** and **Applicant Name**.

- Verify the applicant contact information.
- Note the **Transaction ID** generated by the application.
- Verify the selected **Payment Duration**.
- Check the **Total Fee** and **Paid Amount**.
- Accept the applicable terms and conditions before continuing.

Important: If any business, applicant, duration or amount is incorrect, do not proceed with payment. Return to the application and correct the details first.

10. Online Payment Gateway

The payment gateway displays the order/application information and provides available payment modes.

The screenshot shows a web browser window with the URL `easypay.axis.bank.in/easyPay/makeApiPayment?etender=1&mid=NDQ0ODY=`. The page header features the Axis Bank logo and the text "AXIS BANK | EASYPAY". The main content area is titled "MCD-IT" and displays the following information:

Field	Value
OrderID :	C250581785930661
ApplicationID :	05-08-2026 17:21:01
ApplicantName :	8109421254
ApplicantEmail :	SELF SIGNAGE 3Month
APPLICATION NAME :	6000.00

Below this table, the text "URN : 192256187 (SAVE FOR FUTURE REFERENCE)" is displayed. A section titled "Terms and Conditions" contains a checked checkbox and the text: "I accept the Terms and Conditions contained herein that shall apply to any person using the services of Easypay provided by Axis Bank for making payments through an online payment gateway service. Each User is therefore deemed to have read and accepted these Terms and".

Under the "Payment Options" section, there are three buttons: "CARDS", "INTERNET BANKING", and "NEFT/RTGS". A "RazorPay" logo is also visible.

The footer of the page states: "© 2013-2019. Axis Bank | All Rights Reserved." The browser's taskbar at the bottom shows the date and time as "05-08-2026 17:21" and the weather as "31°C Partly sunny".

Steps

- Verify the application/order details and amount shown by the gateway.

- Accept the payment gateway **Terms and Conditions**.
- Select the required payment mode such as **Cards, Internet Banking** or **NEFT/RTGS**, as available.
- Follow the gateway instructions to complete the payment.
- Do not refresh or close the browser while a payment is being processed unless the gateway explicitly instructs you to do so.

Important: For card/net-banking/other online payment methods, use only your own secure banking session and never share OTP or banking credentials.

11. Payment Slip / Payment Status

After initiating the payment, the gateway may display a payment slip containing the order, transaction and payment details.

AXIS BANK | EASYPAY

MCD-IT

AXIS BANK

PAYMENT SLIP

7/2026
150581785930661
1-08-2026 17:21:01
109421254
1LF SIGNAGE 3Month
100.00
/A

Centralised Collection Hub

Beneficiary Name :	MCD-IT	Beneficiary Account No :	5318192256187
IFSC Code :	UTIB0CCH274		

URN 192256187	Status Pending	Mode of Payment NEFT/RTGS
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Please Note:
1.This is a system generated challan. Hence it does not require signatures.
2.GST on Convenience Fee are charged at the rates applicable from time to time and have been included in the amount.

[PRINT](#) [EMAIL](#) [DOWNLOAD](#)

[Proceed to MCD-IT website](#)

04 Minutes 26 Seconds

© 2013-2019, Axis Bank | All Rights Reserved.

Type here to search

31°C Partly sunny 17:22 05-08-2026 ENG

Steps

- Check the **Order ID**, **Application ID** and **Transaction ID**.

- Verify the applicant and permission details.
- Check the payment amount and payment date/status.
- For offline/NEFT/RTGS-type flows, follow the instructions and validity period shown on the payment slip.
- Use **PRINT**, **EMAIL** or **DOWNLOAD** where available to retain a copy.

Important: A payment slip marked Pending does not necessarily mean payment has failed. Wait for the gateway/application status to update before attempting another payment.

12. Returning to the MCD Website

The payment slip page provides an option to return to the MCD-IT website.

The screenshot shows a web browser window with the URL `easypay.axis.bank.in/easyPay/paymentSlip`. The page header includes the Axis Bank logo and the text "AXIS BANK | EASYPAY". The main content area displays a payment slip for MCD-IT. The slip includes a large greyed-out area for a signature, a table with payment details, and a "Please Note" section. At the bottom, there are buttons for "PRINT", "EMAIL", "DOWNLOAD", and "Proceed to MCD-IT website". A timer shows 04 minutes and 02 seconds remaining.

PAYMENT SLIP	
7/2026	
150581785930661	
1-08-2026 17:21:01	
109421254	
1LF SIGNAGE 3Month	
100.00	
1A	
Centralised Collection Hub	
Beneficiary Name :	MCD-IT
Beneficiary Account No :	5318192256187
IFSC Code :	UTIB0CCH274
URN	192256187
Status	Pending
Mode of Payment	NEFT/RTGS

Please Note:
1.This is a system generated challan. Hence it does not require signatures.
2.GST on Convenience Fee are charged at the rates applicable from time to time and have been included in the amount.

[PRINT](#) [EMAIL](#) [DOWNLOAD](#)

[Proceed to MCD-IT website](#)

04 Minutes 02 Seconds

Steps

- Use the **Proceed to MCD-IT Website** button when available.

- After returning, check the application/business/transaction status in the portal.
- Keep the payment reference/URN and transaction details for future correspondence.

13. Common Issues & Troubleshooting

Issue	Recommended Action
Login failed	Verify mobile number/password. Use Lost Password if required.
Document upload fails	Check file format, file size and readability; upload only the format requested.
Price not calculated	Select a signage category and enter a valid display area, then click Calculate Price.
Payment page not opening	Check internet connectivity and wait briefly. Avoid repeated clicks on Payment Initiate.
Payment shows Pending	Do not immediately make a second payment. Check the transaction/application status first.
Amount deducted but status not updated	Keep the bank/gateway reference and transaction ID and contact the designated support channel.
Incorrect business/signage details	Use the available edit option before payment/approval, wherever modification is permitted.

Security Reminder: Never share passwords, OTPs, card PINs, CVVs, internet-banking credentials, or other confidential payment information. Use the official portal and payment gateway only.

End of User Manual

Municipal Corporation of Delhi – Signage Application

This document is intended as a step-by-step guide for applicants using the online signage application.