GOVERNMENT OF WEST BENGAL
Department of Urban Development & Municipal Affairs
Land Allotment Cell (Non-Residential), 3rd Floor,
"NAGARAYAN"
DF – 8, Sector – I, Salt Lake City, Kolkata – 700 064
Email: nrland.addsudma@gmail.com

No. 795-UDMA-27012(11)/44/2020-LMNR SEC-Dept. of UDMA-Part(1) Dated, 29.08.2025

ORDER

Sub: Permission in favour of the lessee SM Heights Private Limited for assignment of SBUA 7029 sq. ft. on 9th floor along with proportionate undivided share of land to Publishmyad Media Services Private Limited of the premises at plot no: DN-18, Sector–V, Salt Lake, Kolkata–700091 for IT/ITeS purpose.

WHEREAS the lessee **SM Heights Private Limited** vide their letter, dated 03.08.2021 applied for assignment of SBUA 7029 sq. ft. at 9th floor along with proportionate undivided share of land in favour of **Publishmyad Media Services Private Limited** of the premises at plot no: DN-18, Sector–V, Salt Lake, Kolkata–700091 for IT/ITeS purpose.

AND WHEREAS the DPR of the above mentioned proposed transferee has been approved by the WBEIDCL for utilization on IT/ITES purpose;

AND WHEREAS in terms of this Department's order No. 695-UDMA-27012(11)/44/2020-LMNR SEC-Dept. of UDMA-Part(1), dated 04.08.2025, the lessee has deposited the necessary permission fees for assignment of SBUA with proportionate undivided share of the leasehold right of land as shown against the said company as mentioned below:-

Proposed assignee	Floor	SBUA in sq. ft.	Amount of Permission fees	GRN No. and Date
Publishmyad Media Services Private Limited	9th floor	7029 sq. ft.	Rs. 3,08,490/-	GRN-192025260205702732, dated 11.08.2025

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NOW, THEREFORE, after careful consideration of the matter and in terms of this Department's Notification No. 5081-UD/O/M/SL(AL/NR)8L-08/04, dated 26.11.2012 the undersigned is directed by order of the Governor to say that the Governor has been pleased to grant permission in favour of the lessee ***SM Heights Private Limited*** for assignment of the SBUA of 7029 sq. ft. on 9th floor with proportionate undivided share of land to ***Publishmyad Media Services Private Limited*** of the premises at plot no: DN-18, Sector–V, Salt Lake, Kolkata–700091 for IT/ITeS purpose as mentioned in the table above for the remaining period of lease subject to execution and registration of a deed of assignment in conformity with the original lease deed.

However, in case of non-realization of any govt. dues payable by the present lessee, SM Heights Private Limited, if detected later on, the assignee Publishmyad Media Services Private Limited will be responsible for clearing the same after receipt of Demand Notice from the Department.

It may be noted that the draft deed of assignment shall be submitted to this Department as per enclosed model draft within 7(Seven) days from the date of issue of this order and registration of the same shall be completed within 4(four) months on receipt of executed copy of deed of assignment from this Department.

Enclo: As stated

By order of the Governor

Sd/-

Additional Secretary to the
Government of West Bengal

No. 795/1(4)-UDMA-27012(11)/44/2020-LMNR SEC-Dept. of UDMA-Part(1) Dated, 29.08.2025

Copy forwarded for information and necessary action to:-

1. SM Heights Private Limited, Plot No: DN-18, Sector–V, Salt Lake, Kolkata–700091 with the request to submit draft deed of assignment accordingly for vetting by this Department.
2. The Special Engineer, SLRDC, Nirman Bhawan, Salt Lake City, Kolkata-700 091.
3. The Executive Engineer, Design, SLRDC, Nirman Bhawan, Salt Lake City, Kolkata - 700 091 **with the request to place inspection report on expiry of the above mentioned stipulated period of registration of deed of assignment.**
4. Section Officer, IT & E-Gov. Cell of this department with a request to upload this order on the official website of this department.

29/8/2025

Additional Secretary to the
Government of West Bengal