

13.05.2022

Shri. Iqbal Singh Chahal,
Hon'ble Municipal Commissioner,
Brihanmumbai Municipal Corporation
Government of Maharashtra.

Subject: RAI appeal concerning the implementation of the Marathi signboards in the Devanagari script

Hon'ble Municipal Commissioner,

Greetings from the Retailers Association of India (RAI), the unified voice of Indian retailers working with all the stakeholders for creating the right environment for the growth of the modern retail industry in India. RAI is the premier body of Retailers in India, having around 13667 member establishments, including large and small retailers in the country, having approximately 500,000 stores providing Direct and Indirect employment to 50 million Indians.

Sir, we would like to draw your attention to the recent amendment which mandated Marathi signboards in the Devanagari script for shops and establishments.

We, at RAI, are in full support of the government's initiative and we do believe that the font of the Marathi-Devanagari script should not be smaller than the font of the other scripts.

While our members are committed to the successful implementation of this requirement, you would agree that change of all signboards for big retailers operating in multiple outlets at a large scale is a time-consuming process and need some time.

Hence, it is our humble submission that Government should give the extension of implementation of the said order till 30th September 2022.

We look forward to your consideration and support and believe that such a step would surely bear fruitful results in both, supporting the industry as well as taking forth the objectives of the government.

Warm regards,
For and on behalf of Retailers Association of India (RAI),



Gautam Jain,
Director – Finance & Advocacy, RAI