

**BEFORE THE MAHARASHTRA REAL ESTATE REGULATORY AUTHORITY  
CORAM : SHRI JAYANT B. DANDEGAONKAR, DY. SECRETARY, PUNE**

**Video Conferencing Hearing as per MahaRERA Order No.593/2023**

**SUO MOTU ADVERTISEMENT PUNE CASE NO. 78 OF 2025**

**MahaRERA on its own Motion**

**... Complainant**

Versus

**YASHADA WORLD  
(YASHADA REALTY GROUP)**

**... Respondent-Promoter**

**NAME OF THE PROJECT – YASHADA JUBILEE HILLS  
Maharera Real Estate Project Registration No. P52100034606**

**Appearance :- Absent**

**ORDER**

**23<sup>rd</sup> JULY, 2025  
(Through Video Conferencing)**

1. The Advertising Standards Council of India (ASCI) as a part of its 'Suo-Motu' surveillance, has picked the advertisement published of the project in question from "Instagram", which does not contain **MhaRERA Registration Number, MahaRERA Website Address and QR Code** and the same is considered to be prima facie in contravention of Real Estate (Regulation & Development) Act, 2016 (RERA). ASCI has therefore, issued **intimation letter, dated 06.01.2025** to the respondent-promoter and directed the respondent to ensure that the said advertisement has to be modified or withdrawn no later than **January, 15, 2025**.
2. Since the respondent has not complied with the directions issued by the ASCI vide aforesaid intimation letter, the ASCI has referred the matter to MahaRERA, Pune for initiating the suo-motu complaint/proceeding against the respondent for disposal according to law.

3. In pursuance of the powers delegated under Section 81 of the RERA to the undersigned by the MahaRERA Authority vide Office Order No. MahaRERA/Secy/DoP/Advertisement/41/2025, dated 16.01.2025, notice was issued to the respondent-promoter calling upon him as to why penal action should not be taken against him.
4. The respondent-promoter since inception of the hearing remained absent though sufficient opportunity of hearing was given to the respondent-promoter. Therefore, the present matter has been posted for passing exparte order today.
5. Perused the impugned advertisement. It does not contain MahaRERA Registration Number and MahaRERA website address, as mandated under Section 11(2) of the RERA. Section 11(2) of RERA is reproduced hereunder.

**"Section 11(2) :- The advertisement or prospectus issued or published by the promoter shall mention prominently the website address of the Authority, wherein all details of the registered project have been entered and include the registration number obtained from the Authority and such other matters incidental thereto."**

6. The impugned advertisement also does not contain QR Code as directed by the MahaRERA Authority vide Order No. 46/2023, dated 29.05.2023.
7. As per the provision of Section 11(2) of the RERA, the promoter is under obligation to mention prominently the MahaRERA website address and MahaRERA registration number of his real estate project in the advertisement or prospectus issued by him. The promoter is also under obligation to follow the directions issued by MahaRERA Authority vide Order No. 46/2023, dated 29.05.2023 to display the QR Code prominently on each and every real estate project promotion/advertisement and it must be published in a manner that is legible, readable, and detectable with software application besides the MahaRERA Registration Number and the Website address.
8. The respondent was given sufficient opportunity of hearing, still he chose to remain absent and did not contest the case. Therefore, considering the aforesaid facts and circumstances and documents on record, the respondent-promoter is held liable for publishing the erroneous advertisement



without containing the MahaRERA Registration Number, MahaRERA website address and QR Code. Therefore the provision under Section 61 and Section 63 of the RERA to impose penalty upon the respondent-promoter is required to be invoked. Hence, the following order is passed.

**ORDER**

- (i) The respondent-promoter shall pay penalty of Rs.10,000/- under Section 61 of the Act, 2016 for violation of Section 11(2) of the RERA Act, 2016.
- (ii) The respondent-promoter is further directed to pay penalty of Rs.10,000/- under Section 63 of the Act, 2016 has been imposed against the respondent-promoter for breach of the directions issued vide MahaRERA Order No. 46/2023, dated 29.05.2023.
- (iii) The aforestated penalty shall be payable by the respondent within 15 days from the date of enforcing penalty, failing which respondent shall be liable to penalty of Rs.1000/- per day, in addition, till the compliance.
- (iv) The Technical and Finance Department of the MahaRERA Authority shall verify the payment of the said penalty before processing any applications by promoter for extension, corrections, change of name etc., with respect to the said project.
- (v) The present complaint is disposed off accordingly.



**( JAYANT B. DANDEGAONKAR )**  
**DEPUTY SECRETARY**  
**MahaRERA, PUNE**