

**SUO MOTU ADVERTISEMENT
CASE NO. 46 OF 2023**

**BEFORE THE MAHARASHTRA REAL ESTATE REGULATORY AUTHORITY,
MUMBAI**

SUO MOTU ADVERTISEMENT CASE NO. 46 OF 2023

MahaRERA on its Own Motion

.... Complainant

Versus

Coventry Properties Private Limited

.... Respondent/ Promoter

MahaRERA Project Registration No. P51900026182

Coram: Dr Vasant Prabhu, Secretary, MahaRERA

Ms. Shraddha Birari appeared on behalf of the Promoter / Respondent

ORDER

11th August 2023

(Through Video Conferencing)

1. The MahaRERA Authority had issued a show cause notice dated 25/04/2023 to the Promoter above named for publishing an advertisement dated 14/04/2023, in the Times of India Newspaper, without mentioning the MahaRERA project registration number, in respect of their real estate project bearing MahaRERA registration no. **P51900026182**, situated in Mumbai City.
2. The Promoter through its written submission dated 08/05/2023, had asserted that their project "**The Canvas Residences**" have been registered with the MahaRERA Authority. Accordingly, they had been advertising their project on various social media platforms for the last 3 years, along with MahaRERA project registration number. The Promoter further stated that similarly on 14/04/2023, they had advertised their project in Times of India newspaper, prominently mentioning the project registration number.
3. In this regard, a hearing was scheduled on 26/05/2023 through video conferencing as per the MahaRERA Circular No. 27/2020 and MahaRERA Order No. 593/2023, when the Promoter can appear through its representative and make its submissions.

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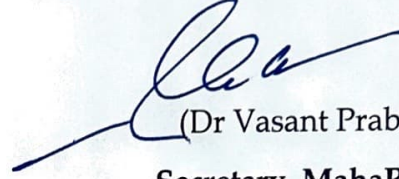
4. During the aforementioned hearing, the Promoter had contended that they had published a full-page advertisement on the front page of Times of India, and that they had explicitly mentioned the MahaRERA project registration number in the said advertisement.
5. Considering the circumstances, the Promoter was directed to submit the original extract of the newspaper advertisement, demonstrating the presence of the MahaRERA project registration number, to be retained in the records of the MahaRERA Authority within a period of 7 days from the date of hearing.
6. Accordingly, through its written submission dated 01/06/2023, the Promoter had submitted the original extract of the advertisement published on 14/04/2023 in the Times of India Newspaper.
7. Upon review, it was observed that the MahaRERA project registration number was prominently stated in the aforementioned advertisement.
8. In this regard, it is necessary to peruse the provision of section 11(2) of the RERA which reads as under:

“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.”
9. Upon interpretation of Section 11(2), it becomes apparent that the Promoter bears the responsibility to conspicuously display the MahaRERA registration number of the project in any advertisements or prospectus disseminated by them.
10. However, in the present case, the MahaRERA project registration number was prominently mentioned in the advertisement published in Times of India Newspaper dated 14/04/2023. Hence, the Promoter is not in contravention of Section 11(2) of

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RERA.

11. In view of the above, the present case stands disposed of.



(Dr Vasant Prabhu)

Secretary, MahaRERA