

**SUO MOTU ADVERTISEMENT  
CASE NO. 47 OF 2023**

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

**SUO MOTU ADVERTISEMENT CASE NO. 47 OF 2023**

MahaRERA on its Own Motion

.... Complainant

Versus

Nahalchand Laloochand Pvt. Ltd.

.... Respondent/Promoter

**MahaRERA Project Registration No. P51800033264**

**Coram: Dr Vasant Prabhu, Secretary, MahaRERA**

Mr. Prashant appeared for the Promoter.

**ORDER**

26<sup>th</sup> July 2023

(Through Video Conferencing)

1. The MahaRERA Authority had issued a show cause notice dated 23/05/2023 to the Promoter above named for issuance of an advertisement in Newspaper Pamphlet in respect of their real estate project situated at Andheri, Mumbai without mentioning the MahaRERA project registration number in regard to the project "**Bhavesha Co-Operative Housing Society Ltd.**" bearing MahaRERA registration no. **P51800033264**.
2. During the previous hearing dated 26/05/2023, the Promoter had outright denied that the said newspaper pamphlet belonged to his project and submitted that he had been mentioning MahaRERA registration number in all his published advertisements. The Promoter had further submitted that the said pamphlet without the MahaRERA registration number could be the printer's copy.
3. Therefore, the Promoter was directed to visited MahaRERA Office within 7 days from the date of hearing and produce actual copies of all the published advertisements/pamphlets. The Promoter was further directed to verify the authenticity of the pamphlet received by MahaRERA with the pamphlet printed by him.

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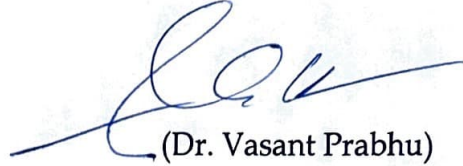
4. Accordingly, the Promoter had visited the MahaRERA Office and furnished written submission long with actual copies of all the published pamphlets. The Promoter had stated that the group company of M/s. Nahalchand Laloochand Pvt. Ltd. namely M/s. Beautiful Properties Private Limited had undertaken redevelopment work of the building known as "Bhavesh Co-Operative Housing Society Ltd," situated at Andheri West, registered with MahaRERA Authority. The Promoter further submitted that M/s. Beautiful Properties Private Limited had issued inserts in the local newspapers, prominently mentioning the MahaRERA registration number.
5. In this regard, a hearing was scheduled on 26/07/2023 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.
6. During the aforementioned hearing, the Promoter once again asserted that all their published pamphlets carried the MahaRERA project registration number.
7. 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."*
8. 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.
9. Notwithstanding the circumstances of the present case, it has come to light that the Promoter did insert pamphlets in the local newspapers with prominently

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mentioning the MahaRERA project registration number.

10. In view of the above, the matter stands closed.



(Dr. Vasant Prabhu)

**Secretary, MahaRERA**