

**SUO MOTU ADVERTISEMENT
CASE NO. 69 OF 2023**

**BEFORE THE MAHARASHTRA REAL ESTATE REGULATORY AUTHORITY, MUMBAI
SUO MOTU ADVERTISEMENT CASE NO. 69 OF 2023**

MahaRERA on its Own Motion

.... Complainant

Versus

House Hub

.... Respondent/Promoter

Agent Registration No. - Unregistered with MahaRERA

Coram: Dr Vasant Prabhu, Secretary, MahaRERA

None appeared for the Respondent.

ORDER

26th July 2023

(Through Video Conferencing)

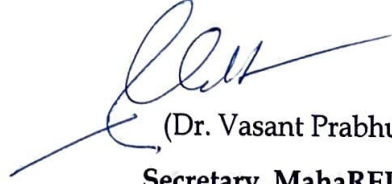
1. The MahaRERA Authority had issued a show cause notice dated 26/06/2023 to the Respondent above named, for the reason that their Promoter "Asiatic Structures LLP" had issued an advertisement in the Lokmat Newspaper dated 18/06/2023 without mentioning the MahaRERA project registration number in regard to the real estate project "Nirvana Eco Homes Bldg No. 03" bearing MahaRERA registration number P99000030880, situated at Palghar.
2. The Respondent, despite receiving the show cause notice dated 26/06/2023, failed to provide a satisfactory explanation within the specified time period mentioned in the aforementioned show cause notice.
3. 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 Respondent can appear through its representative and make its submissions.
4. During the aforementioned hearing, the Respondent failed to appear even though the notice of hearing and the link for hearing was duly served upon the Respondent.
5. 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

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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. 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.
7. Notwithstanding the circumstances of the present case, it has come to light that the Promoter "Asiatic Structures LLP" released a small-sized advertisement in Lokmat Newspaper dated 18/06/2023 without mentioning the MahaRERA project registration number in the said advertisement.
8. Consequently, it was evident that the Promoter was in contravention of Section 11(2) of the Real Estate (Regulation and Development) Act. Therefore, a penalty was imposed upon the Promoter under Section 61 of the RERA for violation of Section 11(2).
9. In view of the above, the present case stands disposed of.


(Dr. Vasant Prabhu)
Secretary, MahaRERA