

**SUO MOTU ADVERTISEMENT
CASE NO. 72 OF 2023**

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

SUO MOTU ADVERTISEMENT CASE NO. 72 OF 2023

MahaRERA on its Own Motion

.... Complainant

Versus

H Rishabhraj Realty

.... Respondent/Promoter

MahaRERA Project Registration No. – Multiple Projects

Coram: Dr Vasant Prabhu, Secretary, MahaRERA

Adv. Taksh Patel appeared on behalf of the Respondent / Promoter.

ORDER

27th September 2023

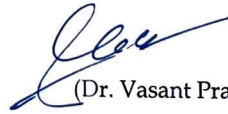
(Through Video Conferencing)

1. The MahaRERA Authority had issued a show cause notice dated 21/07/2023 to the Promoter above named for issuing an advertisement in Mid-Day Newspaper dated 20/04/2023 in respect of their multiple real estate projects situated at Borivali without mentioning the MahaRERA project registration numbers in regard to the multiple projects in the said advertisement.
2. The Promoter, through its written submission dated 28/07/2023 stated that the aforementioned advertisement was not an advertisement pertaining to any particular real estate project but was an advertisement relating to an exhibition held by Mid-Day long with Brihanmumbai Developers Association which is an association of various developers and a registered SRO with MahaRERA Authority.
3. In this regard, a hearing was scheduled on 01/09/2023 through video conferencing as per the MahaRERA Circular No. 27/2020 and MahaRERA Order No. 593/2023, when the Promoter appeared through its representative and made its submissions.
4. During the aforementioned proceedings, the Promoter asserted that the said advertisement was not an advertisement pertaining to any real estate project but

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was an advertisement relating to an exhibition held by Mid-Day. The Promoter further stated that the advertisement was aimed to highlight their stall number at the exhibition and was not meant to promote or market any real estate project. The content of the advertisement solely focused on the location of the exhibition and their stall number. The Promoter also submitted that at their stall, all the projects displayed contained their respective MahaRERA project registration numbers.

5. After careful examination of the representations made by the Promoter, it is evident that the advertisement in question, as published in the Mid-Day Newspaper, did not pertain to any real estate development project but rather constituted an advertisement associated with an exhibition event.
6. In view of the above, the present case stands disposed of.



(Dr. Vasant Prabhu)

Secretary, MahaRERA