

**SUO MOTU ADVERTISEMENT  
CASE NO. 77 OF 2023**

BEFORE THE MAHARASHTRA REAL ESTATE REGULATORY AUTHORITY,  
MUMBAI

**SUO MOTU ADVERTISEMENT CASE NO. 77 OF 2023**

MahaRERA on its Own Motion

.... Complainant

Versus

Homesfy Realty Private Limited

(Channel Partner of Evie Real Estate)

.... Respondent/Promoter

**Agent Registration No. A51900000136**

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

Mr. Shashank Mewada appeared for the Respondent.

**ORDER**

27<sup>th</sup> September 2023

(Through Video Conferencing)

1. The MahaRERA Authority had issued a show cause notice dated 02/08/2023 to the Respondent above named, for issuing an advertisement on website namely <https://bliss.runwal-group.com/> without mentioning the MahaRERA project registration numbers in regard to Evie Real Estate Pvt. Ltd.'s real estate project "Runwal Bliss" bearing MahaRERA registration numbers **P51800001670, P51800005684, P51800001903, P51800001296, P51800001477, P51800032824, P51800035134 and P51800050459**, situated at Kanjurmarg East, Mumbai.
2. The Respondent, through its written submission dated 10/08/2023, stated that the above-named website "[https://bliss.runwal-group.com](https://bliss.runwal-group.com/)" is maintained/managed for Evie Real Estate Pvt. Ltd. The Respondent further submitted that on 06/07/2023, it was brought to their notice that the MahaRERA project registration numbers of some projects undertaken by Evie Real Estate Pvt. Ltd. had been not mentioned on the said website. Pursuant to that, the inadvertent mistake was rectified, and the missing project registration numbers were mentioned and that the same was informed to Evie Real Estate Pvt. Ltd.

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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 Respondent can appear through its representative and make its submissions.
4. During the aforementioned hearing, the Respondent submitted that the MahaRERA project registration numbers were mentioned for 3 towers and the project registration numbers for the other 3 towers were missing in the said advertisement on the said website. The Promoter further stated that the same was pointed out by the Promoter Evie Real Estate Pvt. Ltd. and thus the inadvertent mistake was then rectified.
5. In this regard, it is necessary to peruse the provisions of Rule 14(2) of the Maharashtra Real Estate (Regulation and Development) (Registration of Real Estate Projects, Registration of Real Estate Agents, Rates of Interest and Disclosures on Website) Rules, 2017 which reads as under:

*“14(2) Every registered real estate agent shall quote his number of their registration in all the documents relating to advertisement, marketing, selling or purchase issued by the real estate agent along with the number of registration certificate of the real estate project.”*
6. From the plain reading of the above-mentioned sections, the Real Estate Agent is under obligation to mention the agent registration number along with the project registration numbers in the advertisements issued by it.
7. In the present case, the Respondent had published an advertisement on the above-mentioned website. However, the Respondent had failed to mention the MahaRERA project registration numbers in the said advertisement.
8. Consequently, it is evident that the Respondent is in contravention of Rule 14(2) of the Maharashtra Real Estate (Regulation and Development) (Registration of Real

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Estate Projects, Registration of Real Estate Agents, Rates of Interest and Disclosures on Website) Rules, 2017.

9. In view of the above a penalty of Rs. 25,000/- is imposed upon the Respondent under Section 62 of the RERA for violation of Section 9(5) and Rule 14(2).
10. The said penalty shall be payable by the Respondent within a period of 15 days from the date of this order, failing which a further penalty of Rs. 1,000/- per day would be imposed till compliance.
11. The Technical and Finance Departments of the MahaRERA Authority are mandated to authenticate the payment of the penalty.
12. In view of the above, the present case stands disposed of.



(Dr. Vasant Prabhu)

**Secretary, MahaRERA**