

**SUO MOTU ADVERTISEMENT  
CASE NO. 101 OF 2024**

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

**SUO MOTU ADVERTISEMENT CASE NO. 101 OF 2024**

MahaRERA on its Own Motion

.... Complainant

Versus

Adi Realtors (Promesa Realty)

....Respondent/Promoter

**MahaRERA Project Registration No. P51900047289**

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

Mr. Mamik Jain a/w Ms. Harshali for the Promoter / Respondent.

**ORDER**

30<sup>th</sup> May 2024

(Through Video Conferencing)

1. The Advertising Standards Council of India had issued an intimation letter dated 22.03.2024 to the Promoter above named for issuing an advertisement on Instagram platform dated 16.12.2023 in regard to their real estate project "Adi Darsshan" without incorporating the MahaRERA Project Registration Number and the Quick Response (QR) Code of the said real estate project in the said advertisement.
2. The Promoter, in spite of having received the intimation letter from the "Advertising Standards Council of India" failed to comply with MahaRERA regulation and modify or withdraw the said advertisement.
3. In the preceding hearing dated 29.04.2024, the Promoter asserted that they had not received the "Advertising Standards Council of India's" intimation letter. However, the MahaRERA's hearing notice was received by them and thus requested for 7 day's time to file their reply in the said matter.
4. Upon considering the submissions of the Promoter, the Promoter was directed to furnish a comprehensive report in the said matter within a period of 7 days from the date of hearing. However, the Promoter failed to submit their written submissions.

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5. In this regard, a hearing was scheduled on 30.05.2024 through video conferencing as per the MahaRERA Circular No. 27/2020 and MahaRERA Order No. 593/2023, wherein the Promoter can appear through its representatives and make its submissions.
6. During the course of the proceedings, the Promoter submitted that due to an inadvertent mistake, the project registration number and the QR code could not be incorporated into the said advertisement.
7. In this regard, it is necessary to peruse the provisions of Section 11(2) of the RERA; MahaRERA Order No. 46/2023 read with MahaRERA Order No. 46A/2023, 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.”*

*“MahaRERA Order No. 46A/2023 With effect from 01.08.2023, Promoter shall prominently display the QR Code on each and every real estate project promotion/advertisement published in the mediums, in the manner and at the place as more specifically mentioned in MahaRERA Order No. 46/2023 dated 29.05.2023.”*

*“MahaRERA Order No. 46/2023 The Promoter shall prominently display QR Code on each and every project promotion/advertisement published after 01.08.2023. The QR Code must be published in a manner that is legible, readable, and detectable with software application. The QR code must be published besides the MahaRERA Registration Number and the Website Address. The mandate as mentioned above shall apply to the mediums of promotion/advertisement and in any other medium as may be directed by the Authority.”*
8. Notwithstanding the circumstances of the present case, it has come to light that the Promoter had published an advertisement on Instagram platform dated 16.12.2023. Further, the Promoter had failed to incorporate the MahaRERA Project Registration Number and the QR Code within the aforementioned advertisement.

9. Henceforth, it becomes manifestly clear that the Promoter stands in violation of Section 11(2) of the Real Estate (Regulation and Development) Act, in conjunction with MahaRERA Order No. 46/2023 dated 29.05.2023 read with MahaRERA Order No. 46A/2023 dated 25.07.2023.
10. In view of the above a penalty of Rs. 50,000/- is imposed upon the Promoter under Sections 61 and 63 of the RERA for violation of the provisions of Section 11(2) of the Act and for violation of MahaRERA Order No. 46/2023 dated 29.05.2023 read with MahaRERA Order No. 46A/2023 dated 25.07.2023.
11. The said penalty shall be payable by the Promoter within a period of 15 days from the date the penalty is enforced, failing which a further penalty of Rs. 1,000/- per day would be imposed till compliance.
12. The Technical and Finance Departments of the MahaRERA Authority are mandated to authenticate the payment of the penalty prior to initiating the processing of any applications, including but not limited to extensions, corrections, and change of name, pertaining to the specified project.
13. In view of the above, the present case stands disposed of.



**Dr. Vasant Prabhu  
Secretary, MahaRERA**