

**SUO MOTU ADVERTISEMENT
CASE NO. 112 OF 2024**

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

SUO MOTU ADVERTISEMENT CASE NO. 112 OF 2024

MahaRERA on its Own Motion

.... Complainant

Versus

Sethia Developers (Sethia Infrastructures)

.... Respondent/Promoter

MahaRERA Project Registration No. - P51800047794

Coram: Dr. Vasant Prabhu, Secretary, MahaRERA

Mr. Akshay Kothari appeared on behalf of the Respondent.

ORDER

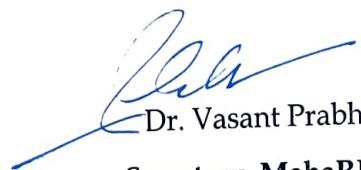
06th June 2024

(Through Video Conferencing)

1. The Advertising Standards Council of India had issued an intimation letter dated 26.03.2024 to the Promoter above named for issuing an advertisement on Instagram platform, dated 12.03.2024 in regard to their real estate project "Sethia Marine View" situated at Mumbai without mentioning MahaRERA Project Registration Number.
2. The Promoter, inspite 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 this regard, a hearing was scheduled on 29.04.2024 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.
4. During the aforementioned hearing, the Promoter submitted that the said advertisement was withdrawn on 05.04.2024.

**SUO MOTU ADVERTISEMENT
CASE NO. 112 OF 2024**

5. Upon considering the submissions of the Promoter, the Promoter was thereby directed to furnish a comprehensive report in the said matter within a period of 7 days from the date of hearing.
6. In this regard, it is necessary to peruse the provisions 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."*
7. In accordance with the directions issued during the hearing, the Promoter through its written submission dated 30.04.2024 stated that the objected Instagram post related to their project "Sethia Marine View" on 05.04.2024, the date by which they were instructed to remove their post as per the ASCI mail.
8. Notwithstanding the circumstances of the present case, it has been established that the Promoter had published an advertisement on Instagram platform dated 12.03.2024, wherein the project registration number was not incorporated. However, after receiving ASCI's intimation letter, the said advertisement in question was deleted.
9. Henceforth, it becomes manifestly clear that the Promoter is not in violation of Section 11(2) of Real Estate (Regulation and Development) Act, 2016.
10. In view of the above, the present case stands disposed of.


Dr. Vasant Prabhu
Secretary, MahaRERA