

**SUO MOTU ADVERTISEMENT
CASE NO. 89 OF 2024**

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

SUO MOTU ADVERTISEMENT CASE NO. 89 OF 2024

MahaRERA on its Own Motion

.... Complainant

Versus

Puranik Builders Limited

.... Respondent/Promoter

MahaRERA Project Registration No. - P51700015955

Coram: Dr. Vasant Prabhu, Secretary, MahaRERA

Adv. Sachin Satpute appeared on behalf of the Respondent.

ORDER

05th June 2024

(Through Video Conferencing)

1. The Advertising Standards Council of India had issued an intimation letter dated 23.02.2024 to the Promoter above named for issuing an advertisement on Instagram platform, dated 10.01.2024 in regard to their real estate project "Puraniks Rumah Bali Highnest" situated at Thane wherein the QR Code was not detectable in the said advertisement.
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 15.04.2024 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 During the aforementioned hearing, the Promoter submitted that they have withdrawn the said advertisement and addressed the concerns about the illegibility of the project registration number and QR code by deactivating the link of the said

advertisement.

5. After considering the arguments 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 MahaRERA Order No. 46/2023 read with MahaRERA Order No. 46A/2023, which reads as under:


“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.”
7. In accordance with the directions issued during the hearing, the Promoter through its written submission dated 12.04.2024 stated that the objected advertisement link has been disabled. Further, the Promoter uploaded a modified version of the said video advertisement in which the QR code is detectable.
8. Further, the Promoter asserted that they had also received an email from Ms. Shilpa Survasa, Designated Officer of ASCI, regarding closing of the said complaint.
9. Notwithstanding the circumstances of the present case, it has been established that the Promoter had published an advertisement on Instagram platform dated

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10.01.2024, wherein the incorporated QR code was not detectable. However, after receiving ASCI's intimation letter, the said advertisement in question was deleted and a modified version of the advertisement was uploaded in which the QR code was detectable.

10. Henceforth, it becomes manifestly clear that the Promoter is not in violation of MahaRERA Order No. 46/2023 dated 29.05.2023 read with MahaRERA Order No. 46 A/2023 dated 25.07.2023.
11. In view of the above, the present case stands disposed of.



Dr. Vasant Prabhu
Secretary, MahaRERA