

**SUO MOTU ADVERTISEMENT  
CASE NO. 108 OF 2023**

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

**SUO MOTU ADVERTISEMENT CASE NO. 108 OF 2023**

MahaRERA on its Own Motion

.... Complainant

Versus

Macrotech Developers Limited

.... Respondent/Promoter

**MahaRERA Project Registration No. P51700047245**

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

Adv. Aakanksha Monga appeared on behalf of the Respondent / Promoter.

**ORDER**

24<sup>th</sup> November 2023

(Through Video Conferencing)

1. The MahaRERA Authority had issued a show cause notice dated 04/09/2023 to the Promoter above named for issuing an advertisement on website namely <https://prelaunch-projects.in/lodha-villa-royale/> in respect of their real estate project "Lodha Villa Royale Palava," situated at Kalyan, Thane registered with MahaRERA under Project Registration No. P51700047245 without incorporating the MahaRERA the Quick Response (QR) code of the said real estate project in the said advertisement.
2. The Promoter, through its written submission dated 05.10.2023, stated that they thoroughly investigated the charges of advertising their project both internally within their marketing and advertising team and that no such advertisement without the display of the Quick Response (QR) code was to be found. The Promoter further asserted that the official website of the aforementioned project website and three other websites advertising the same reflect both the registration number as well as the Quick Response Code (QR).
3. In the preceding hearing dated 13.10.2023, the Promoter asserted that they had not found any advertisement without incorporating the QR code. The Promoter further

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submitted that the screenshots of the official website and aforementioned other websites displaying the QR code was annexed to the written submission filed.

4. After considering the submissions of the Promoter, it was hereby directed to verify the official website and aforementioned websites for displayed QR code.
5. In this regard, a second hearing was scheduled on 24.11.2023 through video conferencing as per the MahaRERA Circular No. 27/2020 and MahaRERA Order No. 593/2023, wherein the Promoter could appear through its representative and make its submissions.
6. However, the Promoter failed to appear, even though the notice of hearing and the link for the hearing was duly served upon the Promoter.
7. 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:

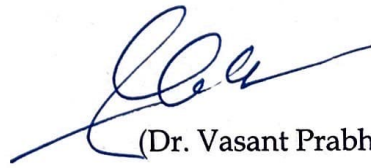
*"MahaRERA Order No. 46/2023 The Promoter shall prominently display QR Code on each and every project promotion/advertisement published after 01.08.2023. The QR Code must be published in a manner that is legible, readable, and detectable with software application. The QR Code must be published besides 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.*

*"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."*
8. Further, to the Promoter's written reply and its submission in the preceding hearing, the official website of the Promoter and aforementioned websites were

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verified for incorporated Quick Response (QR) code and it was found that all the websites had displayed the required Quick Response (QR) code of the said real estate project.

9. After thorough deliberation upon Promoter's written submission and contention, it is evident that they were dedicated to ensuring compliance with the regulatory provisions set forth by MahaRERA.
10. Therefore, in the present case, the Promoter, herein referred to as **Macrotech Developers Limited**, did not engage in the dissemination of any advertisement on a website namely <https://prelaunch-projects.in/lodha-villa-royale/> without incorporating the QR code of the said real estate project in the said advertisement.
11. Consequently, **Macrotech Developers Limited** cannot be held accountable for the infringement of MahaRERA Order No. 46/2023 read with MahaRERA Order No. 46A/2023.
12. In view of the above, the present case stands disposed of.



(Dr. Vasant Prabhu)

**Secretary, MahaRERA**