

**SUO MOTU ADVERTISEMENT
CASE NO. 170 OF 2023**

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

SUO MOTU ADVERTISEMENT CASE NO. 170 OF 2023

MahaRERA on its Own Motion

.... Complainant

Versus

Life Seasons Development LLP

.... Respondent/Promoter

MahaRERA Project Registration No. - P52100025586

Coram: Dr. Vasant Prabhu, Secretary, MahaRERA

Mr. Bhushan Rathod appeared for the Promoter / Respondent.

ORDER

06th March 2024

(Through Video Conferencing)

1. The Advertising Standards Council of India had issued an intimation letter dated 27.10.2023 to the Promoter above named for issuing an advertisement on a Website namely <https://parklanelifeseasons.site> dated 26.08.2023 in regard to their real estate project "Parklane Life Seasons," situated at Pune registered with MahaRERA Authority under project registration number P52100025586 without incorporating the MahaRERA project registration number and Quick Response (QR) Code of the said real estate project in the said advertisement.
2. The Promoter, through its written submission dated 28.10.2023 stated that the said website in question does not belong to them and that it is a dummy website created by some broker without their knowledge or consent. The Promoter further stated that they had tried contacting the person involved on the number displayed on the website. However, the call went answered.
3. In the preceding hearing dated 28.12.2023, the Promoter had submitted that the said advertisement on the website in question belonged to a third-party entity. The Promoter had stated that despite their efforts to reach out to the third party, no response was received. They had emphasized that the third-party entity was not

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affiliated with them as a channel partner and that the website in question was inaccessible.

4. After considering the submissions of the Promoter, the Promoter was thereby directed to file a formal complaint with the cybercell against the offender and to submit a comprehensive report outlining the actions taken within a period of 7 days from the date of hearing.
5. However, the Promoter failed to submit a comprehensive report outlining the actions taken against the offender.
6. In this regard, a second hearing was scheduled on 06.03.2024 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.
7. During the course of the proceedings, the Promoter submitted that a formal complaint has been filed with the Cybercell on 13.01.2024.
8. After hearing the submissions of the Promoter, the Promoter was once again directed to submit a comprehensive report within 2-3 days from the date of hearing.
9. 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

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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."

10. After thorough deliberation upon Promoter's written submission and contention, it is evident that they were dedicated to rectifying the situation and ensuring compliance with the regulatory provisions set forth by MahaRERA.
11. Therefore, in the present case, the Promoter, herein referred to as **Life Seasons Development LLP**, had not engaged in the dissemination of any advertisement on a website namely <https://parklanelifeseasons.site>.
12. Consequently, Life Seasons Development LLP cannot be held accountable for the infringement of Section 11(2) of the Act and MahaRERA Order No. 46/2023 read with MahaRERA Order No. 46A/2023.
13. In view of the above, the present case stands disposed of.



Dr. Vasant Prabhu
Secretary, MahaRERA