

**SUO MOTU ADVERTISEMENT
CASE NO. 173 OF 2023**

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

SUO MOTU ADVERTISEMENT CASE NO. 173 OF 2023

MahaRERA on its Own Motion

.... Complainant

Versus

Ravetkar Group

.... Respondent/Promoter

MahaRERA Project Registration No. - Multiple Registered Projects

Coram: Dr. Vasant Prabhu, Secretary, MahaRERA

None 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 in Sakal Newspaper dated 13.10.2023 in regard to their multiple real estate projects situated at Pune without incorporating the MahaRERA project registration numbers and Quick Response (QR) Codes of the said real estate projects 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 regulations; modify or withdraw the advertisement.
3. In the preceding hearing dated 28.12.2023, the Promoter had sought an adjournment to go through the show cause notice and file its reply.
4. In compliance with the principles of natural justice, a two weeks' time period was granted to the Promoter to file its reply from the date of hearing. However, the Promoter failed to file its reply to the said intimation letter.

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5. 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 could have appeared through its representatives and made its submissions.
6. However, during the course of proceedings, 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 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."

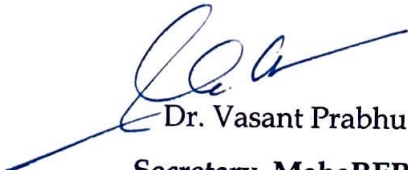
"MahaRERA Order No. 46/2023 The Promoter shall prominently display QR Code on each and every project promotion/advertisement published after 01.08.2023. The QR Code must be published in a manner that is legible, readable, and detectable with software application. The QR code must be published besides 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 been established that the Promoter had published an advertisement in Sakal Newspaper dated 13.10.2023. Further, the Promoter had failed to incorporate the MahaRERA project registration numbers and Quick Response (QR) Codes of the said real estate

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projects 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 Section 61 and Section 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