

**SUO MOTU ADVERTISEMENT  
CASE NO. 13 OF 2023**

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

**SUO MOTU ADVERTISEMENT CASE NO. 13 OF 2023**

MahaRERA on its Own Motion

.... Complainant

Versus

Badhekar Group

.... Promoter

**MahaRERA Project Registration No. P52100025819 /  
P52100029764 / P52100029936**

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

Representative of the Respondent appeared

**ORDER**

18<sup>th</sup> April 2023

(Through Video Conferencing)

1. The MahaRERA Authority had issued a show cause notice dated 03/03/2023 to the Promoter above named for publishing an advertisement dated 25/02/2023, in the Maharashtra Times E-Paper, without mentioning the MahaRERA project registration numbers, in regards to the projects "**Mayura / Mrudgandha / Dwarka**" bearing MahaRERA registration nos. **P52100025819 / P52100029764 / P52100029936** , situated in Pune.
2. The Promoter by its reply dated 20/03/2023, to the said show cause notice dated 03/03/2023, had submitted that they have in the said advertisement mentioned as "Project registered under MahaRERA" and that there is no violation of any advertisement standards by them.

**SUO MOTU ADVERTISEMENT  
CASE NO. 13 OF 2023**

3. In this regard, a hearing was scheduled on 17/04/2023 through video conferencing as per the MahaRERA Circular No. 27/2020 and MahaRERA Order No. 593/2023, when the Promoter appeared through its representative and made its submissions.
4. During the hearing, the Promoter submitted that the above-mentioned projects have been registered under MahaRERA and that the MahaRERA Registration numbers were not mentioned in the said advertisement due to an inadvertent oversight.
5. In this regard, it is necessary to peruse the provision 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."***
6. From the plain reading of section 11(2), the Promoter is under obligation to mention prominently, the registration number of the project in the advertisements or the prospectus issued by it. However, in the present case, the Promoter has published a full-page advertisement in the Maharashtra Times E-Paper dated 25/02/2023. Further, the Promoter did not publish the MahaRERA registration numbers in the said advertisement dated 25/02/2023 issued by it in the Maharashtra Times E-Paper. Hence, the Promoter is in violation of section 11(2) of RERA.

**SUO MOTU ADVERTISEMENT  
CASE NO. 13 OF 2023**

7. In view of the above a penalty of Rs. 50,000/- under section 61 of the RERA, is imposed upon the promoter for violation of section 11(2).
8. The said penalty shall be payable by the promoter within a period of 15 days from the date of this order, failing which a further penalty of Rs. 1,000/- per day would be imposed till compliance.
9. The Technical and Finance Department of the MahaRERA authority shall verify the payment of the said penalty before processing any applications viz. extension, correction, change of name etc., with respect to the said project.
10. With the above directions, the present case stands disposed of.

(Dr Vasant Prabhu)  
**Secretary, MahaRERA**