

**SUO MOTU ADVERTISEMENT
CASE NO. 124 OF 2023**

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

SUO MOTU ADVERTISEMENT CASE NO. 124 OF 2023

MahaRERA on its Own Motion

.... Complainant

Versus

Seed Realty Private Limited

.... Respondent/Promoter

Agent Registration No. A51700030102

Coram: Dr. Vasant Prabhu, Secretary, MahaRERA

Mr. Akhil Agarwal appeared for the Respondent.

ORDER

13th October 2023

(Through Video Conferencing)

1. The MahaRERA Authority had issued a show cause notice dated 22.09.2023 to the Respondent above named for publishing an advertisement on website namely "<https://www.oneurbansolutions.com>" in respect of Raymond Limited's real estate project, "The Address by GS Tower C," registered with MahaRERA under project registration number P51700052008, situated at Thane without incorporating the MahaRERA project registration number and QR code of the said project in the said advertisement.
2. The Respondent, through its written submission dated 10.10.2023 stated that the domain "**oneurbansolutions**" does not belong to Seed Realty Private Limited. Upon further investigation, it was discovered that Mr. Pravin Rawat had incorrectly used the Company's name. The Respondent asserted that upon conducting domain search, the said domain is registered with a different entity and not with their Company.
3. In this regard, a hearing was scheduled on 13.10.2023 through video conferencing as per the MahaRERA Circular No. 27/2020 and MahaRERA Order No. 593/2023, wherein the Respondent could appear through its representative and make its

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submissions.

4. During the aforementioned proceedings, the Respondent submitted that the said advertisement on website was published by Mr. Pravin Rawat and that their common advertising agency inadvertently incorporated Seed Realty's agent registration number in the said advertisement instead of Mr. Pravin Rawat's agent registration number.
5. After considering the submissions of the Respondent, the Respondent was thereby directed to furnish a comprehensive report outlining the actions taken in this matter within a period of 7 days from the date of hearing.
6. In this regard, it is necessary to peruse the provisions of Rule 14(2) of the Maharashtra Real Estate (Regulation and Development) (Registration of Real Estate Projects, Registration of Real Estate Agents, Rates of Interest and Disclosures on Website) Rules, 2017; MahaRERA Order No. 46B/2023 dated 21.08.2023 read with MahaRERA Order No. 46/2023 dated 29.05.2023 which reads as under:

"14(2) Every registered real estate agent shall quote his number of their registration in all the documents relating to advertisement, marketing, selling or purchase issued by the real estate agent along with the number of registration certificate of the real estate project."

"MahaRERA Order No. 46B/2023 Real estate agents shall prominently display QR code on each and every real estate promotion/advertisement published in the mediums as more specifically listed 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."

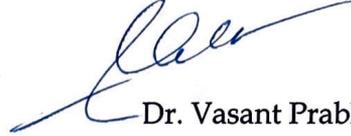
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7. From the plain reading of the above-mentioned sections and orders, the real estate agent is under obligation to mention the agent registration number along with the project registration number and QR code of the registered project into any promotions or advertisements.
8. In accordance with directions issued in the preceding hearing dated 13.10.2023, the Respondent furnished a detailed report stating that the website in question does not belong to them. The said website belongs to Mr. Pravin Rawat, who is the sole proprietor of One Urban Solutions. Further, the Respondent submitted that upon approaching Mr. Pravin Rawat, he accepted that he inadvertently used Seed Realty Private Limited's agent registration number in the said advertisement.
9. Further to the Respondent's written submission, a show cause hearing notice was sent to Mr. Pravin Rawat, whereby the hearing was conducted on 23.01.2024 and penalty of Rs. 25,000/- was levied upon the Respondent for being in contravention of provisions of Rule 14(2) of the Maharashtra Real Estate (Regulation and Development) (Registration of Real Estate Projects, Registration of Real Estate Agents, Rates of Interest and Disclosures on Website) Rules, 2017 in conjunction with MahaRERA Order No. 46B/2023 dated 21.08.2023 read along with MahaRERA Order No. 46/2023 dated 29.05.2023.
10. After considering the written submissions of the Respondent, it has been established that the said website in question did not belong to the Respondent. The Respondent was neither the owner nor the operator of the website. The said website was owned by one "Mr. Pravin Rawat of One Urban Solutions."
11. Consequently, it is evident that the Respondent is not in contravention of provisions of Rule 14(2) of the Maharashtra Real Estate (Regulation and Development) (Registration of Real Estate Projects, Registration of Real Estate Agents, Rates of Interest and Disclosures on Website) Rules, 2017 in conjunction with MahaRERA Order No. 46B/2023 dated 21.08.2023 read along with MahaRERA

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Order No. 46/2023 dated 29.05.2023.

12. In view of the above, the present case stands disposed of.



Dr. Vasant Prabhu

Secretary, MahaRERA