

**SUO MOTU ADVERTISEMENT
CASE NO. 85 OF 2023**

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

SUO MOTU ADVERTISEMENT CASE NO. 85 OF 2023

MahaRERA on its Own Motion

.... Complainant

Versus

Glider Buildcon Realtors Private Limited

.... Respondent/Promoter

MahaRERA Project Registration No. P51900018039

Coram: Dr. Vasant Prabhu, Secretary, MahaRERA

None appeared on behalf of the Respondent / Promoter.

ORDER

24th November 2023

(Through Video Conferencing)

1. The MahaRERA Authority had issued a show cause notice dated 22/08/2023 to the Promoter above named for issuing an advertisement on website namely "<https://www.piramalaranyabyculla.co/index.html>" in respect of their real estate project "Piramal Aranya," situated at Byculla, Mumbai City registered with MahaRERA under Project Registration No. P51900018039 without incorporating Quick Response (QR) code of the said project in the said advertisement.
2. The Promoter, through its written submission dated 31st August 2023, had stated that they were currently verifying the factual aspect regarding the website as referred to in the said show cause notice and hearing notice wherein the said project was advertised without displaying the QR code without any permission from the Promoter as the said website was not owned, operated or belonged to the Promoter.
3. In the preceding hearing, dated 01/09/2023, the Promoter had submitted that the said advertisement and the said website in question did not belong to the Promoter. Further, the Promoter had stated that they were investigating the matter, and, in the meanwhile, had filed an interim reply.

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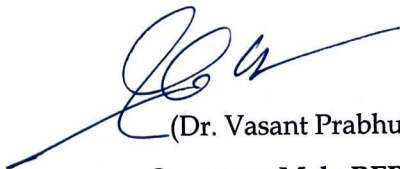
4. Upon considering the Promoter's submissions, the Promoter was thereby directed to furnish a comprehensive report outlining the actions taken within a period of 15 days from the date of hearing.
5. The Promoter, through its written submission dated 30/09/2023, stated that the Promoter issued a legal notice to Revantage Advisory & Realtors LLP on 18th September 2023 by calling upon it to take down the fake website created by them to to further provide the Promoter with a written apology stating that it would desist from making any further unauthorised use of Glider Buildcon's/Piramal Group's trademark/intellectual work. Further, the Promoter stated that the said notice was also sent to the Cyber Police Station for taking necessary action against the Channel Partner.
6. The Promoter also stated that Revantage Advisory & Realtors LLP replied to the aforesaid notice on 21st September 2023 in which they apologised for their oversight in not following the RERA norms in the marketing campaigns. Further, it was assured that necessary steps were taken by them to rectify the situation promptly.
7. In this regard, a hearing was scheduled on 24/11/2023 through video conferencing as per the MahaRERA Circular No. 27/2020 and MahaRERA Order No. 593/2023, when the Promoter can appear through its representative and make its submissions.
8. The Promoter failed to appear, even though the notice of hearing and the link for the hearing was duly served upon the Promoter.
9. 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."

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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."

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 **Glider Buildcon Realtors Private Limited**, had not engaged in the dissemination of any advertisement on a website namely <https://www.piramalaranyabyculla.co/index.html>.
12. Consequently, **Glider Buildcon Realtors Private Limited** cannot be held accountable for the infringement of 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