

**SUO MOTU ADVERTISEMENT
CASE NO. 87 OF 2023**

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

SUO MOTU ADVERTISEMENT CASE NO. 87 OF 2023

MahaRERA on its Own Motion

.... Complainant

Versus

S D Corporation Private Limited

.... Respondent/Promoter

MahaRERA Project Registration No. P51800032647

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://shapoorji-sarova.blox.xyz/>" in respect of their real estate project "Building No. 3 Wing C Aquila," situated at Kandivali, Mumbai registered with MahaRERA under Project Registration No. P51800032647 without incorporating Quick Response (QR) code of the said project in the said advertisement.
2. The Promoter, inspite of receiving the show cause notice dated 22/08/2023, failed to show cause the same within the stipulated time period mentioned in the show cause notice.
3. In the preceding hearing dated 01/09/2023, the Promoter had submitted that they had advertised the said project on the said website incorporating the QR code mentioned at the end of the said website.
4. Upon considering the submissions of the Promoter, the Promoter was thereby directed to file a written reply on record on MahaRERA.

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5. The Promoter, through its written reply, had stated that the project namely "Building No. 3 Wing C Aquila," was registered with MahaRERA under project registration number P51800032647 in the year 2022. The Promoter had asserted that they have been advertising their project on various social media platforms along with the RERA registration number and QR code as per the directions issued by the MahaRERA Authority vide Order No. 46/2023 read with MahaRERA Order No. 46A/2023.
6. Further, the Promoter had stated that on the website, they have advertised their project along with the QR code at the end of the webpage. The Promoter had also enclosed a copy of the extract of the webpage displaying the QR code of the project.
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. However, 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:

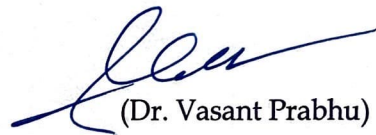
"MahaRERA Order No. 46/2023 The Promoter shall prominently display QR Code on each and every project promotion/advertisement published after 01.08.2023. The QR Code must be published in a manner that is legible, readable, and detectable with software application. The QR Code must be published besides the MahaRERA registration number and the website address. 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

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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. Consequently, considering the Promoter's written submission and the extract of the webpage displaying the QR code of the project, **S D Corporation Private Limited** cannot be held accountable for the infringement of MahaRERA Order No. 46/2023 read with MahaRERA Order No. 46A/2023.
11. In view of the above, the present case stands disposed of.



(Dr. Vasant Prabhu)
Secretary, MahaRERA