

**SUO MOTU ADVERTISEMENT  
CASE NO. 91 OF 2023**

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

**SUO MOTU ADVERTISEMENT CASE NO. 91 OF 2023**

MahaRERA on its Own Motion

.... Complainant

Versus

Shree Ostwal Builders Ltd.

.... Respondent/Promoter

**MahaRERA Project Registration No. P51700048041**

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

Mr. Qureshi appeared on behalf of the Respondent / Promoter.

**ORDER**

14<sup>th</sup> September 2023

(Through Video Conferencing)

1. The MahaRERA Authority had issued a show cause notice dated 29/08/2023 to the Promoter above named for issuing an advertisement in Mid-Day Newspaper dated 13/08/2023 in respect of their real estate project "Ostwal Paradise Building No. 9 Wing A-B-C," situated at Thane, registered with MahaRERA under Project Registration No. P51700048041 without incorporating Quick Response (QR) code of the said project in the said advertisement.
2. The Promoter, through its written submission dated 02/09/2023, had stated that in their advertisement, project registration number was mentioned at bottom on left side and the QR code was also mentioned at the top on left side.
3. In this regard, a hearing was scheduled on 14/09/2023 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.
4. During the course of the proceedings, the Promoter asserted that the said advertisement mentioned the MahaRERA registration number as well the QR code.

**SUO MOTU ADVERTISEMENT  
CASE NO. 91 OF 2023**

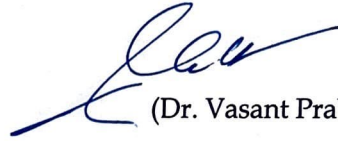
5. However, since the incorporated QR code was not scannable and operational, the Promoter was thereby directed to visit MahaRERA Office within a period of 2-3 days from the date of hearing and to submit the original extract of the newspaper advertisement.
6. In this regard, it is necessary to peruse 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 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.”*
7. In accordance with directions issued during the hearing dated 14/09/2023, the Promoter had visited MahaRERA Office and submitted the original extract of the newspaper advertisement. The MahaRERA project registration number and the QR code was mentioned in the said advertisement. Further, the QR code mentioned was scannable and operational. Once scanned, it opened the MahaRERA page of the said project.
8. Therefore, in the present case, the Promoter, herein referred to as Shree Ostwal Builders Ltd, issued an advertisement in Mid-Day Newspaper dated 13/08/2023, incorporating the project registration number and QR code of the said real estate project in the said advertisement.

**SUO MOTU ADVERTISEMENT  
CASE NO. 91 OF 2023**

9. Consequently, **Shree Ostwal Builders Ltd.** cannot be held accountable for the infringement of MahaRERA Order No. 46/2023 read with MahaRERA Order No. 46A/2023.
10. In view of the above, the present case stands disposed of.



(Dr. Vasant Prabhu)

**Secretary, MahaRERA**