

**SUO MOTU ADVERTISEMENT
CASE NO. 94 OF 2023**

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

SUO MOTU ADVERTISEMENT CASE NO. 94 OF 2023

MahaRERA on its Own Motion

.... Complainant

Versus

Shraddha Landmark Private Limited

.... Respondent/Promoter

MahaRERA Project Registration No. P51800008864

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 29/08/2023 to the Promoter above named for issuing an advertisement in Loksatta, Times of India and Maharashtra Times Newspapers dated 12/08/2023 in respect of their real estate project "Shraddha Evoque," situated at Kurla, Mumbai Suburban registered with MahaRERA under Project Registration No. P51800008864 without incorporating Quick Response (QR) code of the said project in the said advertisement.
2. The Promoter, through its written submission, had sincerely apologised and stated that due to oversight the QR code was not mentioned in the said advertisements. The Promoter submitted that their organisation was unaware of the newly passed MahaRERA Order in respect of QR code when the said advertisement was prepared. The Promoter further mentioned that the oversight occurred due to their lack of knowledge about the specific regulatory requirement.
3. In the preceding hearing dated 14/09/2023, the Promoter failed to appear even though the notice of hearing and the link for the hearing was duly served upon the Promoter.

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4. In this regard, a second 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.
5. During the course of aforementioned proceedings, the Promoter, once again failed to appear, even though the notice of hearing and the link for the hearing was duly served upon the Promoter.
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:

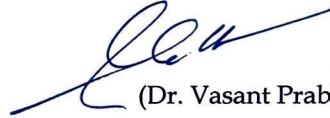
“MahaRERA Order No. 46/2023 The Promoter shall prominently display QR Code on each and every project promotion/advertisement published after 01.08.2023. The QR Code must be published in a manner that is legible, readable, and detectable with software application. The QR Code must be published besides 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. Notwithstanding the written submission of the Promoter, it has come to light that the Promoter had released advertisements in Loksatta, Times of India and Maharashtra Times Newspapers dated 12/08/2023 without incorporating the QR code within the aforementioned advertisements.
8. Henceforth, it becomes manifestly clear that the Promoter stands in violation of MahaRERA Order No. 46/2023 dated 29/05/2023 read with MahaRERA Order No.

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46A/2023 dated 25/07/2023.

9. In view of the above a penalty of Rs. 50,000/- is imposed upon the Promoter under Section 63 for violation of MahaRERA Order No. 46/2023 dated 29.05.2023 read with MahaRERA Order No. 46A/2023 dated 25.07.2023.
10. The said penalty shall be payable by the Promoter within a period of 15 days from the date the penalty is enforced, failing which a further penalty of Rs. 1,000/- per day would be imposed till compliance.
11. The Technical and Finance Departments of the MahaRERA Authority are mandated to authenticate the payment of the penalty prior to initiating the processing of any applications, including but not limited to extensions, corrections, and change of name, pertaining to the specified project.
12. In view of the above, the present case stands disposed of.



(Dr. Vasant Prabhu)

Secretary, MahaRERA