

**SUO MOTU ADVERTISEMENT  
CASE NO. 113 OF 2023**

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

**SUO MOTU ADVERTISEMENT CASE NO. 113 OF 2023**

MahaRERA on its Own Motion .... Complainant

Versus

Poonam Skyline Construction .... Respondent/Promoter

**MahaRERA Project Registration No. P99000017908**

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

None appeared for the Promoter / Respondent.

**ORDER**

24<sup>th</sup> November 2023

(Through Video Conferencing)

1. The MahaRERA Authority had issued a show cause notice dated 22.09.2023 to the Promoter above named for issuing an advertisement in Mid-Day Newspaper dated 08.09.2023 in regard to their real estate project "**Poonam Imperia Phase I,**" situated at Vasai, Palghar, registered with MahaRERA under Project Registration No. **P99000017908** without incorporating the Quick Response (QR) Code of the said real estate project in the said advertisement.
2. The Promoter, inspite of receiving the show cause notice dated 22.09.2023, failed to show cause the same within the stipulated time period mentioned in the show cause notice.
3. The Promoter, in the preceding hearing dated 13.10.2023, remained absent even though the notice of hearing and the link for the hearing was duly served upon the Promoter.
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 could appear through its representative and

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make its submissions.

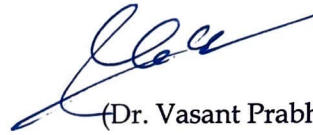
5. During the aforementioned proceedings, the Promoter once again failed to appear even though the notice of hearing and the link for the hearing was duly served upon the Promoter.
6. In this regard, it is necessary to peruse the provisions of MahaRERA Order No. 46/2023 read with MahaRERA Order No. 46A/2023, which reads as under:

*“MahaRERA Order No. 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.”*

*“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.”*
7. Notwithstanding the circumstances of the present case, it has come to light that the Promoter had released an advertisement in Mid-Day Newspaper dated 08.09.2023. Furthermore, the Promoter had failed to incorporate the MahaRERA QR Code within the aforementioned advertisement.
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. 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.

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10. The said penalty shall be payable by the Promoter within a period of 15 days from the date of this order, 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**