

**SUO MOTU ADVERTISEMENT
CASE NO. 112 OF 2023**

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

SUO MOTU ADVERTISEMENT CASE NO. 112 OF 2023

MahaRERA on its Own Motion

.... Complainant

Versus

Chadha Developers & Promoters

.... Respondent/Promoter

MahaRERA Project Registration No. P51700028831

Coram: Dr. Vasant Prabhu, Secretary, MahaRERA

None appeared for the Promoter / Respondent.

ORDER

24th November 2023

(Through Video Conferencing)

1. The MahaRERA Authority had issued a show cause notice dated 04.09.2023 to the Promoter above named for issuing advertisements in Free Press Journal Newspaper dated 15.08.2023 and Pudhari Newspaper dated 25.08.2023, in regard to their real estate project "**Chadha Raveria**," situated at Vangani, near Badlapur, registered with MahaRERA under Project Registration No. **P51700028831** without incorporating the Quick Response (QR) Code of the said real estate project in the said advertisements.
2. The Promoter, inspite of having received the show cause notice dated 04.09.2023, failed to show cause to the same within the stipulated time period.
3. The Promoter, in the preceding hearing dated 13.10.2023, stated that they were ignorant of the new development and hence the QR code was not incorporated in the said advertisements. Further, the Promoter sought an adjournment since the Managing Partner was hospitalised.
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

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No. 593/2023, when the Promoter could appear through its representative and make its submissions.

5. During the aforementioned proceedings, the Promoter failed to appear even though the notice of hearing and the link for 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:

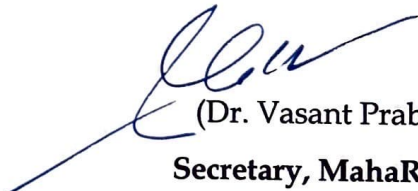
“MahaRERA Order No. 46A/2023 With effect from 01.08.2023, Promoter shall prominently display the QR Code on each and every real estate project promotion/advertisement published in the mediums, in the manner and at the place as more specifically mentioned in MahaRERA Order No. 46/2023 dated 29.05.2023.”

“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 two distinct advertisements, in Free Press Journal Newspaper dated 15.08.2023 and Pudhari Newspaper 25.08.2023. Furthermore, the Promoter had failed to incorporate the MahaRERA 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. 46A/2023 dated 25.07.2023.
9. In view of the above a penalty of Rs. 50,000/- is imposed for advertising in Free Press Journal Newspaper dated 15.08.2023 and another Rs. 50,000/- is imposed for

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advertising in Pudhari Newspaper dated 25.08.2023. Therefore, a total penalty of Rs. 1,00,000/- 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