

**SUO MOTU ADVERTISEMENT
CASE NO. 171 OF 2023**

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

SUO MOTU ADVERTISEMENT CASE NO. 171 OF 2023

MahaRERA on its Own Motion

.... Complainant

Versus

Vasukamal Group

[Vasukamal Matrix]

.... Respondent/Promoter

MahaRERA Project Registration No. P52600029314

Coram: Dr. Vasant Prabhu, Secretary, MahaRERA

None appeared for the Promoter / Respondent.

INTERIM ORDER

28th December 2023

(Through Video Conferencing)

1. The Advertising Standards Council of India had issued an intimation letter dated 27.10.2023 to the Promoter above named for issuing an advertisement on website dated 26.10.2023 in regard to their real estate project "Vasukamal Matrix" situated at Pune, registered with MahaRERA Authority under the project registration number P52600029314, without incorporating the Quick Response (QR) Code of the said real estate project in the said advertisement.
2. The Promoter, inspite of having received the intimation letter from the "Advertising Standards Council of India" failed to comply with MahaRERA regulation and modify or withdraw the said advertisement.
3. In this regard, a hearing was scheduled on 28.12.2023 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 make its submissions.
4. During the course of proceedings, the Promoter failed to appear even though the

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notice of hearing and the link for the hearing was duly served upon the Promoter.

5. 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."

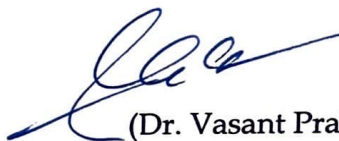
"MahaRERA Order No. 46/2023 The Promoter shall prominently display QR Code on each and every project promotion/advertisement published after 01.08.2023. The QR Code must be published in a manner that is legible, readable, and detectable with software application. The QR code must be published besides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

6. Notwithstanding the circumstances of the present case, it has come to light that the Promoter had published an advertisement on website dated 26.10.2023. Further, the Promoter had failed to incorporate the MahaRERA QR Code of the real estate project within the aforementioned advertisement.
7. Furthermore, upon verifying the MahaRERA project registration number cited in the said advertisement, it was ascertained that the registration number does not exist in the MahaRERA database.
8. Therefore, in accordance with the MahaRERA Advertising Standard Operating Procedure [SOP] approved by the Authority, an interim order is passed wherein it is directed that a written communication be sent to the Planning Authority, for the purpose of ascertaining whether the Promoter has obtained any requisite authorisation for the aforementioned project, and no additional authorisation shall be granted for the said project until such time as the aforementioned project has been duly registered with MahaRERA Authority. Moreover, it is directed that the

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Registration and Stamp Office shall be instructed to abstain from registering any sale agreements within the said project, until such time as the project is duly registered with MahaRERA Authority, in accordance with the stipulations outlined in the said Act.

9. Additionally, in compliance with the principles of natural justice, the Promoter is granted another opportunity to provide clarification regarding the fraudulent project registration number stated in the aforementioned advertisement.
10. In view of the above, the matter stands adjourned to the next date of hearing.



(Dr. Vasant Prabhu)

Secretary, MahaRERA