

**SUO MOTU ADVERTISEMENT
CASE NO. 15 OF 2023**

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

SUO MOTU ADVERTISEMENT CASE NO. 15 OF 2023

MahaRERA on its Own Motion Complainant

Versus

Jay Developers Respondent/ Promoter

MahaRERA Project Registration No. P51600008562

Coram: Dr Vasant Prabhu, Secretary, MahaRERA

The Respondent / Promoter remained absent.

ORDER

18th April 2023

(Through Video Conferencing)

1. The MahaRERA Authority had issued a show cause notice dated 08/03/2023 to the Promoter above named for publishing an advertisement dated 05/03/2023, in the Lokmat Newspaper, without mentioning the MahaRERA project registration number, in regard to the project **"Vijay Sneh"** bearing MahaRERA registration no. **P51600008562**, situated at Nashik.
2. The promoter by its reply dated 18/03/2023, to the said show cause notice dated 08/03/2023, had submitted that they had mentioned the MahaRERA Registration number in the said advertisement. However, due to the font and printing error, the MahaRERA Registration number was not clearly visible.
3. In this regard, a hearing was scheduled on 17/04/2023 through video conferencing as per the MahaRERA Circular No. 27/2020 and MahaRERA Order No. 593/2023, when the promoter appeared

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through its representative and made its submissions.

4. During the hearing, the Promoter remained absent.
5. In view of the above, necessary orders will be passed based on the submissions made by the Promoter in the reply dated 18/03/2023, entirely at Promoter's risk as to cost and consequences.
6. In this regard, it is necessary to peruse the provision of section 11(2) of the RERA which reads as under:

"11(2) The advertisement or prospectus issued or published by the promoter shall mention prominently the website address of the Authority, wherein all details of the registered project have been entered and include the registration number obtained from the Authority and such other matters incidental thereto."

7. From the plain reading of section 11(2), the promoter is under obligation to mention prominently, the registration number of the project in the advertisements or the prospectus issued by it. However, in the present case, the Promoter has published a small-sized advertisement in the Lokmat newspaper dated 05/03/2023. Further, the Promoter had failed to publish the MahaRERA registration number in the said advertisement dated 05/03/2023 issued by it in the above-named newspaper. Hence, the Promoter is in violation of section 11(2) of RERA.

8. In view of the above a penalty of Rs. 25,000/- under section 61 of

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the RERA, is imposed upon the promoter for violation of section 11(2).

9. 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.
10. The Technical and Finance Department of the MahaRERA authority shall verify the payment of the said penalty before processing any applications viz. extension, correction, change of name etc., with respect to the said project.
11. With the above directions, the present case stands disposed of.

(Dr Vasant Prabhu)
Secretary, MahaRERA