

**SUO MOTU ADVERTISEMENT
CASE NO. 185 OF 2024**

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

SUO MOTU ADVERTISEMENT CASE NO. 185 OF 2024

MahaRERA on its Own Motion

.... Complainant

Versus

Metro Lifescapes India LLP

....Respondent/Promoter

MahaRERA Project Registration No. P51700046286

Coram: Dr. Vasant Prabhu, Secretary, MahaRERA

CA Ashwin Shah appeared on behalf of the Promoter / Respondent.

ORDER

16th August 2024

(Through Video Conferencing)

1. The MahaRERA Authority had issued a show cause notice dated 18.06.2024 to the Promoter above named for issuing an advertisement on a website namely <https://www.metrogroupindia.com/projects/commercial/ongoing-projects.html> dated 05.03.2024 in respect of their real estate project "Centonic" situated at Palm Beach, Navi Mumbai, registered with MahaRERA under Project Registration No. P51700046286 without incorporating the Quick Response (QR) Code of the said real estate project in the said advertisement.
2. The Promoter, through its written submission dated 22.06.2024 stated that a technical error had caused the earlier version of their website to be displayed due to hosting issues. They further confirmed that the error had been identified and rectified, and the QR code on their website was now visible.
3. In this regard, a hearing was scheduled on 31.07.2024 through video conferencing as per the MahaRERA Circular No. 27/2020 and MahaRERA Order No. 593/2023, wherein the Promoter can appear through its representatives and make its submissions.

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4. During the aforementioned hearing, the Promoter stated that they did not receive the Advertising Standards Council of India's intimation letter. Further, the Promoter asserted that due to a technical error and website hosting issues, the earlier version of the website was visible. However, upon receipt of MahaRERA's show cause notice, the Promoter verified and rectified the said error. Additionally, the Promoter confirmed that the QR code of the project was now visible on the said website.
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:

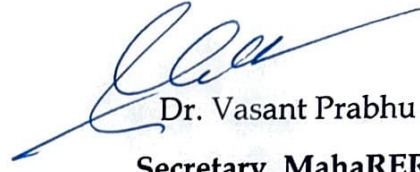
"MahaRERA Order No. 46A/2023 With effect from 01.08.2023, Promoter shall prominently display the QR Code on each and every real estate project promotion/advertisement published in the mediums, in the manner and at the place as more specifically mentioned in MahaRERA Order No. 46/2023 dated 29.05.2023."

"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 been established that the Promoter had published an advertisement on a website dated 05.03.2024. Further, the Promoter had failed to incorporate the QR Code within the aforementioned advertisement.
7. However, upon receiving MahaRERA's show cause notice, the inadvertent error was rectified and the QR code was incorporated into the said advertisement on the website within the stipulated time period mentioned in the said show cause notice.
8. Henceforth, it becomes manifestly clear that the Promoter does not stand in violation

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of Section 11(2) of the Real Estate (Regulation and Development) Act, in conjunction with MahaRERA Order No. 46/2023 dated 29.05.2023 read with MahaRERA Order No. 46A/2023 dated 25.07.2023.

9. Therefore, in view of the above, the present case stands disposed of.



Dr. Vasant Prabhu
Secretary, MahaRERA