

**SUO MOTU ADVERTISEMENT
CASE NO. 201 OF 2024**

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

SUO MOTU ADVERTISEMENT CASE NO. 201 OF 2024

MahaRERA on its Own Motion

.... Complainant

Versus

NoBroker Technologies Solutions Private Limited

....Respondent

MahaRERA Agent Registration No. A51800026821

Coram: Dr. Vasant Prabhu, Secretary, MahaRERA

None appeared for the Respondent.

ORDER

16th August 2024

(Through Video Conferencing)

1. The Advertising Standards Council of India (ASCI) had issued an intimation letter dated 18.06.2024 to the Respondent above named for issuing an advertisement on the NoBroker portal dated 05.06.2024 in regard to Ashiana Lifestyle (Ashiana Group)'s real estate project namely "Panvel Pride" situated at Panvel without incorporating the Quick Response (QR) Code of the said real estate project in the said advertisement.
2. The Respondent, through its written submission dated 30.07.2024, asserted that they have revised the advertisement and have incorporated the QR code into the advertisement.
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 Respondent could have appeared through its representatives and made its submissions.
4. However, the Respondent failed to appear even though the notice of hearing and the link for the hearing was duly served upon the Respondent.

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5. In this regard, it is necessary to peruse the provisions of MahaRERA Order No. 46B/2023 dated 21.08.2023 read with MahaRERA Order No. 46/2023 dated 29.05.2023 which reads as under:

"MahaRERA Order No. 46B/2023 Real estate agents shall prominently display QR code on each and every real estate promotion/advertisement published in the mediums as more specifically listed in MahaRERA Order No. 46/2023 dated 29.05.2023."

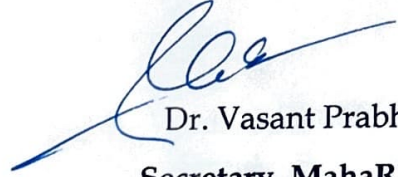
"MahaRERA Order No. 46/2023 The Promoter shall prominently display QR code on each and every project promotion/advertisement published after 01.08.2023. The QR Code must be published in a manner that is legible, readable, and detectable with software application. The QR code must be published besides 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. In the present case, the Respondent had published an advertisement on the NoBroker portal dated 05.06.2024. Although the Respondent rectified the said advertisement by incorporating the QR code into the advertisement, the said rectification was not done within the time frame provided by Advertising Standards Council of India (i.e. 27.06.2024).
7. Henceforth, it becomes manifestly clear that the Respondent stands in violation of provisions of MahaRERA Order No. 46/2023 dated 29.05.2023 read with MahaRERA Order No. 46B/2023 dated 21.08.2023.
8. In view of the above a penalty of Rs. 10,000/- is imposed upon the Respondent under Section 65 of the RERA for violation of the provisions of MahaRERA Order No. 46/2023 dated 29.05.2023 read with MahaRERA Order No. 46B/2023 dated 21.08.2023.
9. The Technical and Finance Departments of MahaRERA Authority are mandated to authenticate the payment of the penalty prior to initiating the processing of any

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applications, including but not limited to extensions, corrections, and change of name, pertaining to the specified project.

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



Dr. Vasant Prabhu
Secretary, MahaRERA