

**SUO MOTU ADVERTISEMENT
CASE NO. 197 OF 2024**

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

SUO MOTU ADVERTISEMENT CASE NO. 197 OF 2024

MahaRERA on its Own Motion

.... Complainant

Versus

Vedant Construction

....Respondent/Promoter

MahaRERA Project Registration No. P51700048753

Coram: Dr. Vasant Prabhu, Secretary, MahaRERA

CA Aditya Zantye appeared for the Promoter / Respondent.

ORDER

29th August 2024

(Through Video Conferencing)

1. The Advertising Standards Council of India had issued an intimation letter dated 25.06.2024 to the Promoter above named for issuing an advertisement on a property portal namely "Houssed.com" dated 14.06.2024 in regard to their real estate project "Sumeet Elite" situated at Thane 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 04.07.2024 to Advertising Standards Council of India stated that they did not publish the said advertisement and upon receiving ASCI's intimation letter, they promptly took action to withdraw the advertisement from Houssed.com's platform. Further, the Promoter also submitted a declaration from Houssed.com asserting that the Promoter did not issue the said advertisement in question.
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 submitted that the said advertisement on Houssed.com platform was not placed by them. Further, the Promoter asserted that the said advertisement was published without their authority, knowledge and consent. Further, the Promoter asserted that upon receipt of communication from them, the said advertisement on the Houssed.com platform was withdrawn by them.
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:

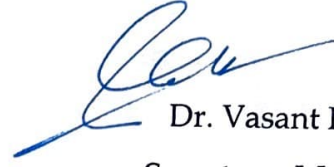
“MahaRERA Order No. 46A/2023 With effect from 01.08.2023, Promoter shall prominently display the QR Code on each and every real estate project promotion/advertisement published in the mediums, in the manner and at the place as more specifically mentioned in MahaRERA Order No. 46/2023 dated 29.05.2023.”

“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 the property portal namely “Houssed.com” dated 14.06.2024. Further, the Promoter had failed to incorporate the QR Code within the aforementioned advertisement.
7. After reviewing the Promoter’s written and oral submissions, it is evident that they neither published the advertisement nor authorised the issuance. The advertisement was issued without their knowledge or consent. Additionally, once the Promoter notified Houssed.com, they promptly withdrew the advertisement.
8. Henceforth, it becomes manifestly clear that the Promoter does not stand in violation

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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, the present case stands disposed of.



Dr. Vasant Prabhu
Secretary, MahaRERA