

**SUO MOTU ADVERTISEMENT
CASE NO. 200 OF 2024**

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

SUO MOTU ADVERTISEMENT CASE NO. 200 OF 2024

MahaRERA on its Own Motion

.... Complainant

Versus

Aditya's Realty

....Respondent

MahaRERA Agent Registration No. A520000008287

Coram: Dr. Vasant Prabhu, Secretary, MahaRERA

Mr. Nitin Bakale appeared for the Respondent.

ORDER

29th August 2024

(Through Video Conferencing)

1. The Advertising Standards Council of India (ASCI) had issued an intimation letter dated 25.06.2024 to the Respondent above named for issuing an advertisement on a website dated 13.06.2024 in regard to Glider Buildcon Realtors (Piramal Realtors)'s real estate project namely "South Tower - Tower 1, Central Tower - Tower 2, North Tower - Tower 3" situated at Mumbai without incorporating the Quick Response (QR) Code of the said real estate project in the said advertisement.
2. The Respondent, 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 31.07.2024 through video conferencing as per the MahaRERA Circular No. 27/2020 and MahaRERA Order No. 593/2023, wherein the Respondent can appear through its representatives and make its submissions.
4. During the aforementioned hearing, the Respondent submitted that he had not received the Advertising Standards Council of India's intimation letter. Further, the

**SUO MOTU ADVERTISEMENT
CASE NO. 200 OF 2024**

Respondent asserted that upon receipt of MahaRERA's hearing notice dated 24.07.2024, the said advertisement was withdrawn on 25.07.2024.

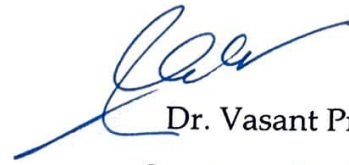
5. Upon considering the submissions of the Respondent, the Respondent was thereby directed to furnish a comprehensive report in the said matter within a period of 7 days from the date of the hearing.
6. In this regard, it is necessary to peruse the provisions of MahaRERA Order No. 46B/2023 dated 21.08.2023 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."
7. In accordance with the directions given during the hearing, the Respondent submitted screenshots of the emails received in June, which clearly indicated that the Respondent had not received ASCI's intimation letter. Additionally, the Respondent provided a screenshot of the website in question, which displayed an error message stating, "Page not found."
8. Therefore, although the Respondent had published an advertisement on a website dated 13.06.2024 without incorporating the QR code of the real estate project, the Respondent withdrew the said advertisement on 25.07.2024 upon receipt of MahaRERA's hearing notice dated 24.07.2024.

**SUO MOTU ADVERTISEMENT
CASE NO. 200 OF 2024**

9. Henceforth, it becomes manifestly clear that the Respondent does not stand 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.
10. Therefore, in view of the above, the present case stands disposed of.


Dr. Vasant Prabhu
Secretary, MahaRERA