

**SUO MOTU ADVERTISEMENT
CASE NO. 207 OF 2024**

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

SUO MOTU ADVERTISEMENT CASE NO. 207 OF 2024

MahaRERA on its Own Motion

.... Complainant

Versus

99 Acres

....Respondent

MahaRERA Agent Registration No. - Unregistered

Coram: Dr. Vasant Prabhu, Secretary, MahaRERA

Adv. Devashish Godbole 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 19.06.2024 to the Respondent above named for issuing an advertisement on the 99 Acres portal dated 10.06.2024 in regard to Aarcon (Sarang Group)'s real estate project namely "Sarang Amber" 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 26.07.2024, stated that QR code for the said real estate project was not available on the MahaRERA website.
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 QR code for the said project was not available on the MahaRERA website and the project certificate.
5. Upon considering the submissions of the Respondent, the Respondent was thereby

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directed to furnish a comprehensive report in the said matter within a period of 7 days from the date of 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."

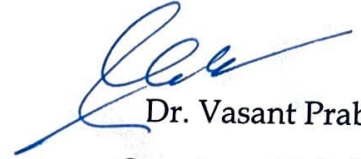
"MahaRERA Order No. 46/2023 The Promoter shall prominently display QR code on each and every project promotion/advertisement published after 01.08.2023. The QR Code must be published in a manner that is legible, readable, and detectable with software application. The QR code must be published besides 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 a written submission dated 09.08.2024 stating that the Respondent vide email dated 26.06.2024 had informed ASCI that the QR code for the said real estate project was not available. However, the Respondent has withdrawn the said advertisement and in view thereof, the said advertisement was not available anymore on the 99 Acres platform.
8. Therefore, although the Respondent had published an advertisement on the 99 Acres platform dated 10.06.2024 without incorporating the QR code of the real estate project, the Respondent withdrew the said advertisement and is not available anymore on the 99 Acres platform.
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

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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