

**SUO MOTU ADVERTISEMENT  
CASE NO. 208 OF 2024**

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

**SUO MOTU ADVERTISEMENT CASE NO. 208 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**

29<sup>th</sup> 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 99 Acres portal dated 05.06.2024 in regard to Antal Builders and Developers LLP's real estate project namely "Antal Aspire" situated at Panvel 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 requested for additional time to file an affidavit on record in the said matter

**SUO MOTU ADVERTISEMENT  
CASE NO. 208 OF 2024**

5. Considering the request of the Respondent, the Respondent was thereby granted a period of 7 days from the date of hearing to file an affidavit on record in the said matter.
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. Accordingly, the Respondent filed its response dated 08.08.2024 stating that upon receiving ASCI's intimation letter, the said advertisement on the 99 Acres platform was rectified and the QR code of the real estate project was incorporated into the advertisement. Further, the Respondent submitted that vide email dated 26.07.2024, ASCI was informed that the QR code had been mentioned in the said advertisement.
8. Therefore, although the Respondent had published an advertisement on the 99 Acres platform dated 05.06.2024 without incorporating the QR code of the real estate project, the Respondent, upon receipt of ASCI's intimation letter rectified the said advertisement and incorporated the QR code into the advertisement within the given time frame mentioned in ASCI's intimation letter.

**SUO MOTU ADVERTISEMENT  
CASE NO. 208 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