

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

**SUO MOTU ADVERTISEMENT/
PUNE CASE NO. 22 OF 2024**

MahaRERA on its own Motion Complainant

Versus

M/s.Shriram Builders & Developers Respondent-Promoter

**VARAD NAGARI – MahaRERA Project Registration
No.P52600048838**

Coram: Shri.F.D.Jadhav, Dy.Secretary-Cum-Head

Appearance :-Mr. Mayur Agarwal, A.R. for Respondent

ORDER

9thFebruary,2024
(Through Video Conferencing)

1. MahaRERA has issued show-cause notice, dated 23.01.2024 to the respondent-promoter for publishing advertisement in daily newspaper 'Lokmat', dated 17.12.2023 in respect of real estate project "VARAD NAGARI", situated at Gat No.241, Nagobachi Wadi, Kandalgaon Road, Barshi, Tal. Barshi, District Solapur registered with MahaRERA Project Registration No. P52600048838 without including the Quick Response (QR) Code of the said real estate project in the said advertisement and thereby violating the directions issued by the Maharashtra Real Estate Regulatory Authority Order No. 46/2023, dated 29.05.2023 read with MahaRERA Order No.46A, dated 25.07.2023.

2. Respondent-promoter has filed his reply, dated 30.01.2024 to the said show-cause notice dated 23.01.2024. It is contended by the respondent that he has mentioned the QR Code of the project in the newspaper at the top right-hand side of the advertisement, which can be easily seen and is also of a very reasonable size. It is further contended by the respondent that it has come to his awareness that the QR Code mentioned in the newspaper advertisement is incorrect. It is the further contention of the respondent that his project was registered on January 23, when QR Code was not available on the registration certificate. The respondent further contends that out of confusion, he has wrongly pasted the QR Code of the location of the project.
3. Mr. Mayur Agarwal appeared on behalf of respondent. He has voluntarily admitted the charges leveled against the respondent-promoter in the said show cause notice, dated 23.01.2024 and requested for leniency while imposing penalty in the matter.
4. Considering the unequivocal admission of the Respondent/Promoter in respect of advertisement issued in respect of the aforesaid Real Estate Project without QR code, it can be said that the charges leveled against the Respondent/Promoter have been clearly proved.
5. MahaRERA has issued Order No.46, dated 29.05.2023, wherein the following directions have been issued :-
 - (a) The promoter shall prominently display the Quick Response (QR) Code on each and every project promotion/advertisement published after "1st August, 2023";

(b) The QR Code must be published in a manner that is legible, readable, and detectable with software application; and

(c) The QR Code must be published besides the MahaRERA Registration Number and the website address.


The mandate as mentioned in Clause (a) above shall apply to the mediums of promotion/advertisement mentioned there under. It is to be stated here that advertisement on Newspaper/Magazines/Journals, etc. is first medium amongst 5 mediums.

6. MahaRERA has further issued Order 46A, dated 25.07.2023. Total three directions were issued there under. First two directions are necessary for the purpose of this matter, which are as under :-

a) 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.

b) Failure to comply with (a) above shall be construed as violation of the directions issued in the above-referred MahaRERA Order and penalty which may extend upto Rs.50,000/- subject however to a minimum penalty which shall not be less than Rs.10,000/- under Section 63 of the Act shall be imposed upon promoters for each such violation.

7. It can be seen from the record that the respondent has voluntarily admitted the violation of the directions issued by MahaRERA vide Order No.46/2023, dated 29.05.2023 and Order No.46A/2023, dated 25.07.2023 by not displaying QR Code in the impugned advertisement. Therefore, there appears clear contravention of the aforesaid MahaRERA Orders on the part of the respondent-promoter. As such the provision of Section 63 of the Real Estate (Regulation & Development) Act, 2016 (hereinafter referred to as "Act, 2016") have to be invoked against the respondent-promoter for imposing penalty. Considering the fact that the RERA Registration Number has been mentioned in the impugned advertisement, lenient view is required to be taken while imposing penalty in this matter.
8. In view of the above, the respondent-promoter shall pay the penalty of Rs.20,000/- under Section 63 of the Act, 2016 within 10 days from the date of this order, failing which respondent-promoter shall be liable to penalty of Rs.250/- per day, in addition, till the realization of entire amount.
9. The Technical and Finance Department of the MahaRERA Authority shall verify the payment of the said penalty before processing any applications by the respondent-promoter for extension, corrections, change of name etc. with respect to the aforesaid real estate project.


(F.D.Jadhav)
Dy.Secretary-Cum-Head,
MahaRERA, Pune