

BEFORE THE MAHARASHTRA REAL ESTATE REGULATORY AUTHORITY

CORAM : Shri. JAYANT B. DANDEGAONKAR, DEPUTY SECRETARY

**SUO MOTU ADVERTISEMENT /
PUNE CASE NO. 136 OF 2024**

MahaRERA on its own Motion

... Complainant

Versus

DREAM HOUSE BUILDERS & DEVELOPERS... Respondent-Promoter
NAME OF THE PROJECT – DREAMS ANURAM
Maharera Real Estate Project Registration No. P49800034679

Appearance :-

Mr. Hemant Salunke, Mr. Pratik Badgujar & Mr. Siddharth Salunke, Partners of Respondent-Promoter

ORDER

27th JANUARY, 2024
(Through Video Conferencing)

1. The Advertising Standards Council of India (ASCI) has issued an **intimation letter, dated 24.06.2024** to the respondent and thereby informed that the advertisement published by the respondent on **WEBSITE** in respect of a real estate project under the name **"DREAMS ANURAM"** does not contain **QR Code** and the same is considered to be prima facie in contravention of Real Estate (Regulation & Development) Act, 2016. ASCI has further directed the respondent to ensure that the said advertisement has been modified or withdrawn no later than **July 03, 2024**.
2. Since the respondent has not complied with the directions issued by the ASCI vide aforesaid intimation letter, the ASCI has referred the matter to MahaRERA, Pune for initiating the suo-motu complaint/proceeding against the respondent for disposal according to law.
3. Perused the impugned advertisement. It does not contain **QR Code**, as alleged in the aforesaid intimation letter issued by ASCI.

Therefore, it prima-facie discloses contravention of the MahaRERA Order No.46/2023, dated 29.05.2023 and MahaRERA Order No.46A/2023, dated 25.07.2023 on the part of the respondent-promoter. Therefore, notice of hearing, dated 07.08.2024 has been sent to the respondent directing him to attend virtual hearing before this Authority and to make submissions, if any, as to why penal action should not be taken against him.

4. Respondent-promoter appeared virtually through its partners named above and sought adjournment for filing their reply and for filing police complaint against the advertising company. However, thereafter neither the respondent-promoter filed any reply nor have filed a copy of police complaint. Even none of the aforesaid partners did turn after the adjournment granted. The matter was adjourned from time to time since 11.10.2024 and respondent-promoter was given sufficient opportunity to defend the charge levelled in this case however, the respondent-promoter failed to make any submissions.
5. The charge against the respondent-promoter is that by publishing the impugned advertisement without displaying QR Code, he has contravened the directions issued in MahaRERA Order No.46/2023, dated 29.05.2023 and MahaRERA Order No.46A/2023, dated 25.07.2023.
7. By MahaRERA Order No. 46/2023, dated 29.05.2023, MahaRERA has issued following directions to the promoters.
 - The promoter shall prominently display QR Code on each and every real estate project promotion/advertisement published after "1st August, 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 mediums of the promotion/advertisement have also been described in the said Order.

8. The purpose and object for issuing directions by the MahaRERA Authority by MahaRERA Order No. 46/2023 is to bring greater transparency through disclosure of information on regular basis for public viewing, through online portal ensuring that maximum required information is available for public viewing in the most feasible manner, thereby empowering homebuyers/allottees to make informed choice/decisions in the ever-changing real estate market. Considering the aforesaid directions and the voluntary admission by the respondent-promoter, it can be said contravention of said directions under Order No. 46/2023 appears to have been proved that the impugned advertisement does not contain QR Code.
9. MahaRERA has further issued directions vide MahaRERA Order No.46A/2023, dated 25.07.2023, whereby penalty which may be extended up to Rs. 50,000/- subject however to a minimum penalty which shall not be less than Rs. 10,000/- is to be imposed under Section 63 of the Act, 2016 against the promoter who fails to comply with the directions issued by MahaRERA Order No.46/2023.
10. In view of the aforesaid set of facts and the impugned advertisement on record it can be seen that QR Code is not displayed in the impugned advertisement. It apparently shows the violation of MahaRERA Order No. 46/2023 and Order No. 46A/2023 on the part of the respondent. Consequently the respondent-promoter is liable for penalty under Section 63 of the Act, 2016.
14. Penalty of Rs.10,000/- under Section 63 of the Act, 2016 has been imposed against the respondent-promoter for contravention of the directions issued by the MahaRERA Authority by Order No.46/2023, dated 29.05.2023 read with Order No.46A/2023, dated 25.07.2023.
15. The aforesaid penalty shall be payable by the respondent within 15 days from the date the penalty is enforced, failing which a further penalty of Rs. 1,000/- per day would be imposed till compliance.

16. The Technical and Finance Department of the MahaRERA Authority shall verify the payment of the said penalty before processing any applications by promoter for extension, corrections, change of name etc., with respect to the said project.

(JAYANT B. DANDEGAONKAR)
DEPUTY SECRETARY
MahaRERA, PUNE