

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

**SUO MOTU ADVERTISEMENT/  
PUNE CASE NO.94 OF 2023**

MahaRERA on its own Motion

.... Complainant

Versus

Kirti Developers

Kirti Backwater

.... Respondent

**MahaRERA Project Registration No.P52700003837**

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

Appearance :-Mr. Ajit Manghat for respondent.

**ORDER**

20<sup>th</sup> October, 2023

(Through Video Conferencing)

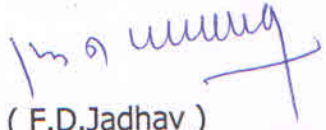
1. The present case has been initiated by MahaRERA suo-motu against the respondent-promoter for publishing advertisement of his project "Kirti Backwater" on social media "Instagram" wherein the respondent-promoter has not included Quick Response (QR) Code, thereby violating the direction issued by the Maharashtra Real Estate Regulatory Authority under MahaRERA Order No. 46/2023, dated 29.05.2023 read with MahaRERA Order No.46-A, dated 25.07.2023.
2. In pursuance of the aforesaid advertisement and in exercise of the powers delegated by MahaRERA under Section 81 of the Real Estate (R & D) Act, 2016 (hereinafter called as "Act 2016") vide No. MahaRERA/Secy/SCN/1142/2023, dated 24.08.2023, show cause notice, dated 04.09.2023 has been issued to the respondent-promoter calling upon him as to why necessary action should not be taken against him for imposing penalty under Section 63 read with MahaRERA Order No.46/2023, dated 29.05.2023 and MahaRERA Order No.46-A, dated 25.07.2023.

3. The respondent-promoter has filed his reply, dated 09.09.2023 wherein he has contended that it's failure to adhere to these guidelines was not intentional because he is not fully aware of this order due to his oversight.
4. On receipt of reply by the promoter, Notice of hearing, dated 03.10.2023 was issued to the respondent-promoter whereby he was asked to attend virtual hearing on 20.10.2023. Respondent-promoter appeared in the matter through Ajit Manghat. He has reiterated the contentions raised by the respondent-promoter in his reply. Mr. Manghat admitted to have issued the impugned advertisement without including QR Code and further contended that the RERA Registration No. was included in the impugned advertisement and therefore, prayed to waive the penalty.
5. It has come on record that the respondent-promoter has issued the impugned advertisement on social media "Instagram" without including the QR Code. The directions were issued by the MahaRERA under Order No.46/2023, dated 29.05.2023 read with Order 46A, dated 25.07.2023 are :-
  - (a) The promoter shall prominently display Quick Response (QR) Code on each and every project promotion/advertisement published after 1<sup>st</sup> 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 thereunder. The fifth medium shown thereunder is social media advertisement, which is relevant in the matter. By not including the QR Code in the impugned advertisement, the respondent-promoter has clearly violated the directions issued by the MahaRERA.



6. Thus taking into consideration the aforesaid facts on record as well as law and admission by respondent-promoter for publishing the impugned advertisement, this is a fit case to impose penalty under Section 63 of the Act, 2016 for violation of the Order No. 46/2023, dated 29.05.2023 read with Order No.46A/2023, dated 25.07.2023 issued by the MahaRERA.
7. In view of above, the penalty of Rs.25,000/- is imposed upon the promoter under Section 63 of the Act 2016 for violation of MahaRERA order No.46/2023 read with MahaRERA Order No. 46A/2023.
8. The said penalty shall be payable by the promoter within a period of 15 days from the date of this order, failing which a further penalty of Rs.250/- per day, in addition, would be imposed 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 promoter for extension, corrections, change of name etc., with respect to the said project.

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