



MAHARASHTRA REAL ESTATE REGULATORY AUTHORITY

महाराष्ट्र स्थावर संपदा नियामक प्राधिकरण

Order No. 46C/2025

No. MahaRERA/Secy/File No. 27/246 /2025

Date: 08.04.2025

Subject: Display of QR Code, Font Size of MahaRERA Registration Number, and Website Address of MahaRERA in Advertisements Published by Promoters and Real estate agents.

Reference: 1. MahaRERA Order No. 46/2023 dated 29.05.2023.
2. MahaRERA Order No. 46A/2023 dated 25.07.2023.
3. MahaRERA Order No. 46B/2023 dated 21.08.2023.

Whereas, Section 11(2) of the Real Estate (Regulation and Development) Act, 2016, (the Act) mandates that any advertisement or prospectus issued or published by a promoter shall prominently display the website address of the Authority and include the registration number obtained from the Authority, along with such other matters as may be incidental thereto.

And whereas, Rule 14(2) of the Maharashtra Real Estate (Regulation and Development) (Registration of Real Estate Projects, Registration of Real Estate Agents, Rates of Interest and Disclosures on Website) Rules 2017 (the Rules) prescribed under Section 10(e) of the Act mandates every registered real estate agent to quote the agent registration number as well as the project registration number in every advertisement issued.

And whereas, for the purpose project QR Code, MahaRERA has issued directions, as referenced above, and instructed all concerned promoters and registered real estate agents to strictly implement these orders to facilitate homebuyers/allottees in accessing project - related information.

However, it has come to the notice of the Authority that:

- The MahaRERA QR Code is not being displayed correctly in terms of aspect ratio and positioning in advertisements / promotions issued by promoters / agents.
- The MahaRERA registration number and website address are not clearly visible due to small font sizes and light colour usage.

Such practices undermine the objective of transparency and consumer protection as mandated under the Act.

MAHARERA HEADQUARTERS

Housefin Bhavan, Plot No.C-21, E-Block, Bandra-Kurla-Complex, Bandra (E), Mumbai 400051

Tel. No. 022-68111600 • E mail : helpdesk@maharera.mahaonline.gov.in

महारेरा मुख्यालय

हाउसफिन भवन, प्लॉट नं. सी-21, ई ब्लॉक, वांद्रे-कुर्ला-कॉम्प्लेक्स, वांद्रे (पूर्व), मुंबई - ४०००५१.

दूरध्वनी. क्रमांक. ०२२-६८१११६०० ई-मेल : helpdesk@maharera.mahaonline.gov.in

Now, therefore, in exercise of the powers conferred under Section 37 of the Act and in the interest of protecting homebuyers / allottees' rights and enhancing transparency, the Authority hereby directs all promoters and registered real estate agents as follows:

- a) The font size of the MahaRERA registration number and website address in advertisements / promotions and prospectuses, as the case may be, shall be equal to or larger than the font size used for the project's contact details and address. However, if the contact details and address are mentioned in different fonts, the MahaRERA registration number shall be equal to or larger than the largest font used for contact details and address in the advertisement.
- b) The MahaRERA registration number and website address shall be placed in the top-right quadrant of the advertisement / promotions in a colour that ensures high visibility.
- c) The Quick Response (QR) Code shall be displayed correctly, maintaining its aspect ratio and positioning. It should be legible, readable, and detectable by software applications, and it shall also be placed in the top-right quadrant of the advertisement.

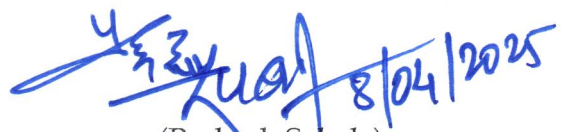
This order shall take effect immediately and must be complied with by all promoters and registered real estate agents publishing advertisements / promotions in newspapers, magazines, journals, printed flyers, brochures, catalogues, leaflets, prospectuses, standees at project sites and sales offices, websites or webpages of projects, social media advertisements, or any other advertisements / promotions.

Failure to comply with the above directions shall be construed as violation / contravention 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 and / or Section 65 of the Act shall be imposed upon promoters and registered real estate agents for each such violation, as the case may be.

Upon imposition of the penalty if the promoter and / or registered real estate agents fails / neglects to rectify and remedy the violation / contravention within 10 days shall be construed as a continuous violation / contravention of the directions issued and appropriate action as deemed fit shall be taken against such promoters and / or registered real estate agents, as the case may be, under the relevant provisions of the Act.

This Order shall come into force with immediate effect.

(As approved by the Authority)


(Prakash Sabale)
Secretary / MahaRERA