

Date : 24-05-2023

Sr.No.1

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

**Video Conferencing Hearing as per MahaRERA Order
No.593/2023 Held by
Shri.F.D.Jadhav, Dy.Secretary-Cum-Head**

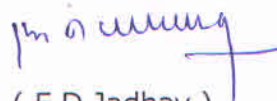
SUO MOTU ADVERTISEMENT PUNE CASE NO. OF 2023	PROJECT NO.	NAME OF PROMOTER	PROJECT NAME
1	P52100029559	Mahulunge Township Developers LLP	Godrej Hill Retreat

ROZNAMA

Appearance : Adv.Atharva A Dandekar, Rakhi Yadav A.R., Sidhant Sabikhi A.R.

Heard the arguments of Adv.Atharva A Dandekar. Admittedly the channel partner of the promoter has published advertisement of the project without mentioning MahaRERA registration number. It is also admitted fact that this promoter had authorized to the channel partner to publish advertisement on certain terms and conditions. According to the promoter the channel partner has breached some of the terms entered in between them. However, the onus on the promoter regarding the advertisement without MahaRERA registration number cannot be shifted on the channel partner. Admittedly promoter himself cannot advertise about the project. Promoter has to advertise his project through channel partner, Ad agency or agent. Since in this matter channel partner has published advertisement without MahaRERA registration number, by virtue of authorization by promoter, promoter is liable for the violation of Section-11(2) of the Act, 2016.

The penalty of Rs.25,000/- under Section-61 of the Act, 2016 is imposed upon the promoter for violation of Section 11(2). The said penalty shall be payable by the promoter within 15 days from the date of this order, failing which promoter shall be liable to further penalty of Rs.1,000/- per day till the realization of the entire amount.


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