

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

**Video Conferencing Hearing as per MahaRERA Order No:  
593/2023 Held by  
Dr. Vasant Prabhu, Secretary**

SUO MOTU CASE NO. OF 2024	PROJECT NO.	NAME OF PROMOTER	PROJECT NAME
164	P52000053491	Estrela Estates	The Ivy

**R O Z N A M A**

**Appearance: Absent**

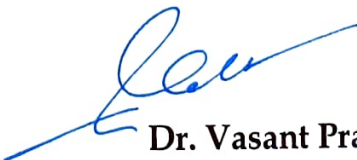
The Promoter remained absent even though the notice of hearing and the link for the hearing was duly served upon the Promoter.

The Promoter had published an advertisement on the Instagram platform dated 15.01.2024 in respect of their real estate project "The Ivy" situated at Panvel, wherein the QR Code was not incorporated in the said advertisement.

The Promoter, inspite of having received the intimation letter from "The Advertising Standards Council of India" failed to comply with MahaRERA regulation and modify or withdraw the said advertisement.

In view of the above, a penalty of Rs. 25,000/- is imposed upon the Promoter. The said penalty is to be paid within a period of 15 days from the date the penalty is enforced, failing which a further penalty of Rs. 1,000/- per day would be imposed upon the Promoter till compliance.

In view of the above, the said matter stands closed for order.

  
**Dr. Vasant Prabhu  
Secretary MahaRERA**