

**Date: 19/06/2024**

**Sr. No.17**

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

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

<b>SUO MOTU CASE NO. OF 2024</b>	<b>AGENT NO.</b>	<b>NAME OF THE AGENT</b>	<b>PROJECT NAME</b>
173	A51800030210	Ashish Gupta (Propertiesby Ashish)	-

**R O Z N A M A**

**Appearance: Absent**

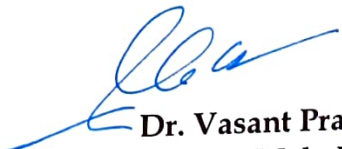
The Respondent remained absent even though the notice of hearing and the link for the hearing was duly served upon the Respondent.

The Respondent had published an advertisement on the Instagram platform dated 21.01.2024 in respect of a real estate project situated at Mulund, wherein the Agent Registration Number, Project Registration Number and the QR Code was not incorporated in the said advertisement.

The Respondent, 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. 10,000/- is imposed upon the Respondent. 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 Respondent till compliance.

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

  
**Dr. Vasant Prabhu  
Secretary MahaRERA**