

Date: 19/06/2024

Sr. No.23

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	AGENT NO.	NAME OF THE AGENT	PROJECT NAME
179	A51800033978	Amiq Siddiqi	Sapphire - Dotom Isle

ROZNAMA

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 a video advertisement on the Instagram platform dated 09.04.2024 in respect of a real estate project "Sapphire - Dotom Isle" situated at Borivali, wherein the Agent Registration Number and the Project 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