

**SUO MOTU ADVERTISEMENT
CASE NO. 39 OF 2024**

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

SUO MOTU ADVERTISEMENT CASE NO. 39 OF 2024

MahaRERA on its Own Motion

.... Complainant

Versus

K R Shoppers Pvt. Ltd.

....Respondent/Promoter

MahaRERA Project Registration No. P51800046547

Coram: Dr. Vasant Prabhu, Secretary, MahaRERA

None appeared for the Promoter / Respondent.

ORDER

30th May 2024

(Through Video Conferencing)

1. The MahaRERA Authority had issued a show cause notice dated 22.02.2024 to the Promoter above named for issuing an advertisement in Mid-Day Newspaper dated 26.01.2024 in respect of their real estate project "Kenorita Jewels Phase II", situated at Borivali, Mumbai Suburban, without incorporating the Quick Response (QR) Code of the said real estate project in the said advertisement.
2. The Promoter through its written submissions dated 05.03.2024 stated that their marketing team was unaware of the MahaRERA Order No. 46/2023 dated 29.05.2023 and MahaRERA Order No. 46A/2023 dated 25.07.2023 and thus due to an inadvertent mistake on part of their marketing team, the QR code could not be incorporated in the said advertisement.
3. In the preceding hearing dated 06.03.2024, the Promoter remained absent even though the notice of the hearing and the link for the hearing was duly served upon the Promoter and therefore in compliance with the principles of natural justice, the matter was adjourned to the next date of hearing.
4. In this regard, a hearing was scheduled on 30.05.2024 through video conferencing as

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per the MahaRERA Circular No. 27/2020 and MahaRERA Order No. 593/2023, wherein the Promoter could have appeared through its representatives and made its submissions.

5. During the aforementioned hearing, the Promoter once again failed to appear even though the notice of hearing and the link for the hearing was duly served upon the Promoter.

6. In this regard, it is necessary to peruse the provisions of MahaRERA Order No. 46/2023 read with MahaRERA Order No. 46A/2023, which reads as under:

“MahaRERA Order No. 46A/2023 With effect from 01.08.2023, Promoter shall prominently display the QR Code on each and every real estate project promotion/advertisement published in the mediums, in the manner and at the place as more specifically mentioned in MahaRERA Order No. 46/2023 dated 29.05.2023.”

“MahaRERA Order No. 46/2023 The Promoter shall prominently display QR Code on each and every project promotion/advertisement published after 01.08.2023. The QR Code must be published in a manner that is legible, readable, and detectable with software application. The QR code must be published besides the MahaRERA Registration Number and the Website Address. The mandate as mentioned above shall apply to the mediums of promotion/advertisement and in any other medium as may be directed by the Authority.”

7. Notwithstanding the circumstances of the present case, it has been established that the Promoter had published an advertisement in Mid-Day Newspaper dated 26.01.2024. Further, the Promoter had failed to incorporate the QR Code within the aforementioned advertisement.

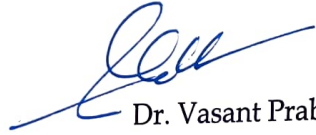
8. Henceforth, it becomes manifestly clear that the Promoter stands in violation of MahaRERA Order No. 46/2023 dated 29.05.2023 read with MahaRERA Order No. 46A/2023 dated 25.07.2023.

9. In view of the above a penalty of Rs. 25,000/- is imposed upon the Promoter under

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Section 63 of the RERA for violation of MahaRERA Order No. 46/2023 dated 29.05.2023 read with MahaRERA Order No. 46A/2023 dated 25.07.2023.

10. The said penalty shall be payable by the Promoter 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 till compliance.
11. The Technical and Finance Departments of the MahaRERA Authority are mandated to authenticate the payment of the penalty prior to initiating the processing of any applications, including but not limited to extensions, corrections, and change of name, pertaining to the specified project.
12. In view of the above, the present case stands disposed of.



Dr. Vasant Prabhu
Secretary, MahaRERA