

**SUO MOTU ADVERTISEMENT
CASE NO. 43 OF 2024**

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

SUO MOTU ADVERTISEMENT CASE NO. 43 OF 2024

MahaRERA on its Own Motion

.... Complainant

Versus

Estrela Inc.

.... Respondent/Promoter

MahaRERA Project Registration No. P52000053491

Coram: Dr. Vasant Prabhu, Secretary, MahaRERA

Mr. Nitesh Singhvi for the Promoter / Respondent.

ORDER

3rd April 2024

(Through Video Conferencing)

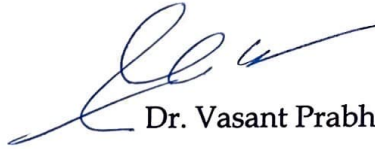
1. The Advertising Standards Council of India had issued an intimation letter dated 07.02.2024 to the Promoter above named for issuing an advertisement on Instagram Platform dated 01.12.2023 in regard to their real estate project "The Ivy" situated at Dapoli without incorporating the Quick Response (QR) Code of the said real estate project in the said advertisement.
2. 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.
3. In this regard, a hearing was scheduled on 03.04.2024 through video conferencing as per the MahaRERA Circular No. 27/2020 and MahaRERA Order No. 593/2023, wherein the Promoter could appear through its representatives and make its submissions.
4. During the course of the proceedings, the Promoter submitted that due to an inadvertent mistake, the QR code of the said real estate project could not be incorporated into the said advertisement.

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5. 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.”*
6. Notwithstanding the circumstances of the present case, it has been established that the Promoter had published an advertisement on Instagram Platform dated 01.12.2023. Further, the Promoter had failed to incorporate the QR Code within the aforementioned advertisement.
7. 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.
8. In view of the above a penalty of Rs. 25,000/- is imposed upon the Promoter under Section 63 of the RERA for violation of and for violation of MahaRERA Order No. 46/2023 dated 29.05.2023 read with MahaRERA Order No. 46A/2023 dated 25.07.2023.
9. 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.

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10. 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.
11. In view of the above, the present case stands disposed of.



Dr. Vasant Prabhu
Secretary, MahaRERA