

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

**SUO MOTU ADVERTISEMENT/  
PUNE CASE NO. 139 OF 2024**

MahaRERA on its own Motion

.... Complainant

Versus

**Shivshakti Buildcon**

**.. Respondent-Promoter**

**Project – Laxmi Avenue**

**Maharera Real Estate Project Registration No. P51600028307**

**Coram: Shri.F.D.Jadhav, Dy.Secretary-Cum-Head**

**Appearance :- Absent**

**ORDER**

11<sup>th</sup> October, 2024

(Through Video Conferencing)

1. The Advertising Standards Council of India (ASCI) has issued an intimation letter, dated 21.06.2024 to the respondent and thereby informed that the advertisement published by the respondent on Instagram in respect of a real estate project under the name "Laxmi Avenue" contains MahaRERA Registration number, MahaRERA website address and QR Code, however the QR Code is not detectable as mandated in MahaRERA Order, and the same is considered to be prima facie in contravention of MahaRERA Order No.46/2023 and 46A/2023. ASCI has further directed the respondent to ensure that the said advertisement has been modified or withdrawn no later than July 02, 2024.
2. Since the respondent has not complied with the directions issued by the ASCI vide intimation letter, dated 21.06.2024, the ASCI has sent mail, dated 15.07.2024 and referred the matter to MahaRERA, Pune for initiating the suo-motu complaint/proceeding against the respondent for disposal according to law.

3. On the basis of mail dated 15.07.2024 sent by ASCI and on perusal of the impugned advertisement, it has been transpired that the impugned advertisement though contains MahaRERA Registration number, MahaRERA website address and QR Code, the QR Code is not detectable, and as such, it prima-facie discloses contravention of the MahaRERA Order No.46/2023, dated 29.05.2023 and MahaRERA Order No.46A/2023, dated 25.07.2023 on the part of the respondent-promoter. In these set of facts, a notice of hearing has been sent to the respondent on 07.08.2024 for attending the virtual hearing, dated 23.08.2024 at 11.30 a.m. and respondent-promoter was called upon to furnish his reply.
4. In spite of service of notice, Respondent-promoter has failed to appear before this Authority for virtual hearing fixed on 23.08.2024. Therefore, in order to give sufficient opportunity of being heard, notice was re-issued to the respondent and matter was adjourned time to time on 23.08.2024, 03.09.2024 and 24.09.2024. However, the respondent failed to appear and defend the matter. Therefore, the exparte order is being passed in the matter.
5. The charges are leveled against the respondent-promoter for not detecting the QR Code mentioned in the impugned advertisement and thereby contravening the directions issued in MahaRERA Order No.46/2023, dated 29.05.2023 and MahaRERA Order No.46A/2023, dated 25.07.2023.
6. MahaRERA Order No.46/2023 and 46A/2023 are utmost important for deciding whether there is violation of the QR Code on the part of the respondent or not. MahaRERA vide Order No. 46/2023, dated 29.05.2023, has issued following directions to the promoters in regard to QR Code.

- The promoter shall prominently display QR Code on each and every real estate project promotion/advertisement published after "1<sup>st</sup> August, 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.

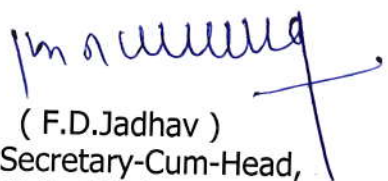
The mediums of the promotion/advertisement have also been described in the said Order.

7. The purpose and object for issuing directions by the MahaRERA Authority by MahaRERA Order No. 46/2023 is to bring greater transparency through disclosure of information on regular basis for public viewing, through online portal ensuring that maximum required information is available for public viewing in the most feasible manner, thereby empowering homebuyers/allottees to make informed choice/decisions in the ever-changing real estate market. Considering the aforesaid directions and the non-rebuttal by the respondent-promoter in respect of said charge, it can be said contravention of said directions under Order No. 46/2023 appears to have been proved that the impugned advertisement does not contain QR Code as it was not detectable.

8. Perusal of the impugned advertisement on record it can be seen that though it contains the QR Code, however it is not detectable, as mentioned in mandate No.2 of MahaRERA Order No.46/2023. It certainly proves the violation of MahaRERA Order No. 46/2023 and Order No. 46A/2023 on the part of the respondent. Consequently this promoter is liable for violation of mandatory provision of QR Code.



9. Considering the facts discussed hereinabove, it can be said that it has been proved beyond reasonable doubt that the promoter has contravened the directions issued under MahaRERA Order No.46/2023 and 46A/2023, as stated hereinabove. Therefore, penalty will have to be imposed for contravention of the aforesaid directions.
10. Penalty of Rs. 25,000/- under Section 63 of the Act, 2016 has been imposed against the respondent-promoter for contravention of the directions issued by the MahaRERA Authority by Order No.46/2023, dated 29.05.2023 read with Order No.46A/2023, dated 25.07.2023.
11. The aforesaid penalty shall be payable by the respondent within 15 days from the date of this order.
12. The Technical and Finance Department of the MahaRERA Authority shall verify the payment of the said penalty before processing any applications by promoter for extension, corrections, change of name etc., with respect to the said project.

  
( F.D.Jadhav )  
Dy.Secretary-Cum-Head,  
MahaRERA, Pune