



# MAHARASHTRA REAL ESTATE REGULATORY AUTHORITY

## महाराष्ट्र स्थावर संपदा नियामक प्राधिकरण

Order No. 46A/2023

No. MahaRERA/Secy/File No. 27/1040/2023

Date: 25.07.2023

Subject: In the matter of non-display of Quick Response (QR) Code in promotions / advertisement of real estate projects registered with MahaRERA.

Whereas, Government of India has enacted the Real Estate (Regulation and Development) Act, 2016 (the Act) and all sections of the Act have come into force with effect from 01.05.2017.

And whereas, the Government of Maharashtra vide Notification No. 23 dated 08.03.2017 has established the Maharashtra Real Estate Regulatory Authority, hereinafter referred to as "MahaRERA" or as "the Authority".

And whereas, the Government of Maharashtra has notified the Maharashtra Real Estate (Regulation and Development) (Registration of Real Estate Projects, Registration of Real Estate Agents, Rates of Interest and Disclosures on Website) Rules, 2017 (the Rules) for carrying out the provisions of the Act.

And whereas, the Authority has notified the Maharashtra Real Estate Regulatory Authority (General) Regulations, 2017 (Regulations) to carry out the purposes of the Act.

And whereas, the Authority under Section 37 of the Act, and Regulation 38 of the Regulations is vested with the powers to issue directions to promoters, real estate agents and allottees from time to time as it may consider necessary.

And whereas, the Chairperson MahaRERA is vested with the powers of general superintendence and directions in the conduct of the affairs of MahaRERA under Section 25 of the Act.

And whereas, Section 3 (1) of the Act, mandates that no promoter shall advertise, market, book, sell or offer for sale, or invite person to purchase in any manner any plot, apartment or building, as the case may be, in any real estate project or part of it in any planning area without registering the real estate project with MahaRERA.

And whereas, Section 11 (2) of the Act, mandates that the advertisement or prospectus issued or published by the promoter shall mention prominently the website address of the Authority and include the registration number obtained from the Authority and such other matters incidental thereto.

### **MAHARERA HEADQUARTERS**

Housefin Bhavan, Plot No.C-21, E-Block, Bandra-Kurla-Complex, Bandra (E), Mumbai 400051

Tel. No. 022-68111600 • E mail : [helpdesk@maharera.mahaonline.gov.in](mailto:helpdesk@maharera.mahaonline.gov.in)

**महारेरा मुख्यालय**

हाउसफिन भवन, प्लॉट नं. सी-21, ई-ब्लॉक, वांद्रे-कुर्ला-कॉम्प्लेक्स, वांद्रे (पूर्व), मुंबई ४०००५१.

दूरध्वनी. क्रमांक. ०२२-६८१११६०० ई-मेल: [helpdesk@maharera.mahaonline.gov.in](mailto:helpdesk@maharera.mahaonline.gov.in)

And whereas, by MahaRERA Order No. 46/2023 dated 29.05.2023 bearing No. MahaRERA/Secy/894/2023, all concerned were informed about introduction by MahaRERA of Quick Response (QR) Code for each registered real estate project so as to assist home buyers / allottees to get real estate project related information easily.

And whereas, by the above-referred MahaRERA Order, directions were issued that after 01.08.2023 on each and every real estate project promotion / advertisement published, promoters shall prominently display the QR Code in a manner and at a place as more specifically mentioned in the said MahaRERA Order.

And whereas, the above-referred MahaRERA Order had specifically enumerated the mediums where the promotions / advertisement are displayed by promoters shall have the QR Code.

And whereas, one of the functions of the Authority under Section 34(g) is to ensure compliance of the Regulations or Orders or Directions made in exercise of the powers of the Authority under the Act.

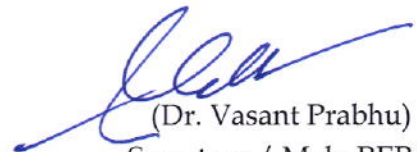
And whereas, Section 63 of the Act, empowers the Authority to impose penalty on any promoter, who fails to comply with, or contravenes any of the orders or directions of the Authority on a day-to-day basis during which the default continues.

**In view of the above, the following further directions are issued:**

- a) **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.**
- b) **Failure to comply with (a) above shall be construed as violation of the directions issued in the above-referred MahaRERA Order and penalty which may extend upto Rs. 50,000/- subject however to a minimum penalty which shall not be less than Rs. 10,000/- under Section 63 of the Act shall be imposed upon promoters for each such violation.**
- c) **Upon imposition of the penalty if the promoter fails / neglects to rectify and remedy the violation / contravention within 10 days shall be construed as a continuous violation of the directions issued in the above-referred MahaRERA Order and appropriate action as deemed fit shall be taken against such promoters under the relevant provisions of the Act..**

This Order shall come into force with effect from 01.08.2023.

*(As approved by the Authority)*

  
(Dr. Vasant Prabhu)  
Secretary / MahaRERA