BEFORE THE MAHARASHTRA REAL ESTATE REGULATORY AUTHORITY, MUMBAI

SUO MOTO ADVERTISMENT COMPLAINT NO. SM12600295

MahaRERA on its own Motion …COMPLAINANT/S

Versus

ARIHANT REALTY …RESPONDENT/S

MahaRERA Project Registration No. P51700055564

Project Name: "ARIHANT TOWER"

Coram: Sudhakar Deshmukh, Director Complaint Management, MahaRERA

(As per power Delegation Order of the Authority Date 12.08.2025)

None appeared on behalf of the Promoter /Respondent.

ORDER

2nd July,2026

(Through Hybrid Mode as per MahaRERA Circular No: 49/2025)

1.FACTS OF THE CASE:

a) The Maharashtra Real Estate Regulatory Authority (MahaRERA) filed this Suo Moto on April 28,2026 against the Promoter, Arihant Realty, for an alleged violation of mandatory advertisement disclosure norms.

b) The violation arose from an advertisement in the form of poster. Cognizance of the same was taken by the Authority through Complaint No. SM12600295 filed

against the real estate project "ARIHANT TOWER", situated at Thane, under the project registration number P51700055564.

c) It was observed that the advertisement did not mention the registered project number and the Quick Response (QR Code) as per the guidelines given in Order No. 46C/2025.

d) In the hearing dated 25.06.2026, None appeared on behalf of the Respondent however, written submissions has been uploaded; hence, the matter was reserved for order.

2. SUBMISSION OF RESPONDENT IN BRIEF:

a) The Respondent submitted that the advertisement impugned in the captioned complaint pertaining to the real estate project named "ARIHANT TOWER", situated at Thane and being developed by the Respondent and registered with MahaRERA under Project Registration No. P51700055564, did not mention the MahaRERA Project Registration Number in the font size required under MahaRERA Order No. 46C of 2025 dated 08.04.2025 ("the said MahaRERA Order").

b) The Respondent admits that the omission was purely inadvertent, technical , and unintentional, arising due to the lack of awareness of the MahaRERA display requirement which is not strictly following the prescribed MahaRERA guidelines. It contends that after becoming aware of the said discrepancy, the Respondent immediately took corrective action by revising the advertisement as per guidelines of MahaRERA. It further submitted that there was not any intention to mislead prospective purchasers or conceal project information.

c) The Respondent has emphasized that it was unintentional and assured that such lapses shall not recur in future.

d) Therefore, he requested that this Hon'ble Authority be pleased to accept the same, exonerate the Respondent, and further prayed It was a first instance, considering corrective action undertaken and proceeding be disposed of without imposition of penalty.

3. LEGAL FRAMEWORK AND PROVISIONS

a) The Authority, exercising powers under Section 11(2) of the Real Estate (Regulation and Development) Act, 2016, (the Act) mandates that any advertisement or prospectus issued or published by a promoter shall prominently display the website address of the Authority and include the registration number obtained from the Authority, along with such other matters as may be incidental thereto.

b) The Authority's direction for mandatory QR code disclosure stems from:

   i. MahaRERA Order No. 46/2023 (dated 29.05.2023): Mandated the prominent display of a legible, readable, and detectable QR Code next to the MahaRERA Registration Number and Website Address in all advertisements published after August 1, 2023.

   ii. MahaRERA Order No. 46A/2023 (dated 25.07.2023): Reiterated the effective date of August 1, 2023, and specified that failure to comply shall be construed as a violation, subject to penalty under Section 63 of the Act.

   iii. MahaRERA Order No. 46C/2025 (dated 08.04.2025): Reiterated the effective date of August 1, 2023, and specified the directions issued by the Authority in MahaRERA Order Nos. 46/2023, 46A/2023 and 46B/2023 dated 29.05.2023, 25.07.2023 and 21.08.2023 respectively and specified that failure to comply shall be construed as a violation, subject to penalty under Section 63 and/or 65 of the Act.

4. FINDING AND CONCLUSION: -

a) Upon perusal of the material on record, it is observed that the advertisement relating to the project "ARIHANT TOWER" bearing MahaRERA Registration No. P51700055564 did not display the QR Code and project registration number in the manner prescribed under MahaRERA Orders No. 46/2023, 46A/2023 and 46/2025.

b) The Respondent took immediate corrective action by revising the advertisement upon discovering the non-compliance as a corrective measure. The respondent has also undertaken to maintain strict compliance in future and has stated that this is a first – time violation with no mala fide intention or loss caused to the public. Strict instructions have been issued internally to ensure that all future advertisements strictly comply with MahaRERA regulations, including prescribed font size and QR Code placement.

c) The failure to display the QR Code and project registration number in the prescribed format constitutes non-compliance with the directions issued by MahaRERA.

d) Accordingly, the Respondent /Promoter is held liable for violation of Section 11(2) of the Act read with MahaRERA Order No. 46C/2025 and is liable for penal action under Section 63 of the Act.

5. In view of the established violation of the Authority 's Order and the principles of transparency under the Act, the following directions are issued:

a) A penalty of Rs. 25,000/- (Rupees Twenty – Five Thousand Only) is hereby imposed on the Promoter Arihant Realty for the violation referred to hereinabove.

b) The said penalty shall be payable by the Promoter within a period of (15) days from the date of enforcement of this Order.

c) In the event of failure to pay the penalty within the stipulated period, the penalty amount shall stand doubled.

d) If the promoter fails to pay the applicable penalty amount even after three (3) months from the date of this Order, the Authority shall be at liberty to initiate further legal action in accordance with the provisions of the Real Estate (Regulation and Development) Act, 2016 and the rules and regulations framed thereunder, without any further notice.

e) 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 concerned project.

f) In view of the above, the present case stands disposed of.

SUDHAKAR VISHNU DESHMUKH

Digitally signed by SUDHAKAR VISHNU DESHMUKH
Date: 2026.07.02 12:41:47 +05'30'

(Sudhakar Deshmukh)

Director (Complaint Management), MahaRERA