

KERALA REAL ESTATE REGULATORY AUTHORITY

Trinity Centre, TC No. 14/4354, Opp. Chaidanya Eye Hospital,
Kesavadasapuram, Pattom PO, Trivandrum-695004

K-RERA/T3/102/2020

24.03.2023

ORDER

Sub: Directions with regard to displaying of K-RERA Registration Number and Website address in advertisements & other publicity of the project by the Promoter – Reg.

Ref: 1. Public Notice of K-RERA No.K-K-RERA/T3/102/2020, Dt.22.07.2021
2. Public Notice of K-RERA No.K-K-RERA/T3/102/2020, Dt.08.09.2020
3. Order of K-RERA No. K-K-RERA/T3/102/2020, Dt.18.11.2020
4. Order of K-RERA No. K-K-RERA/T3/102/2020(2), Dt.25.03.2021

1. According to **Section 11(2)** of Real Estate (Regulation and Development) Act 2016,

'The advertisement or prospectus issued or published by the promoter shall mention prominently the website address of the Authority, wherein all details of the registered project have been entered and include the registration number obtained from the Authority and such other matters incidental thereto'

As per **Rule 17(1)(b)** of Kerala Real Estate (Regulation and Development) Rules 2018

'Advertisement and prospects issued in regard to the project' shall be published on the website of the Authority.

The **Regulation 5(6)** of Kerala Real Estate Regulatory Authority (General) Regulations, 2020, also specifies that

'In all advertisement and publicity related to the projects in any media but not limited to print, electronic or social media (including press, electronic media, pamphlets, banners, posters or publicity in any form), shall bear the registration details of the project with the Authority'

2. The Authority, vide Orders and Public Notices referred to 1st to 4th above, have given necessary directions to the promoters of the registered real estate projects to display the Project Registration Number and the Website address in all advertisements and prospectus and to upload the same in the web page of K-RERA Web portal. But it has come to the notice of the Authority that some promoters are still violating the above directions in spite of several directions from this Authority.

3. The Authority also noted that some promoters while displaying the RERA registration details in their advertisement, do not follow the specific instructions and they are not displaying the same in the right quadrant of the advertisement. Some promoters are displaying the details in very small font size which is not legible and some are displaying the details vertically, which is again non readable. Some promoters are not uploading the project advertisements in the web portal of the Authority.
4. In the above situation, in exercise of powers conferred under Section 37 of Real Estate (Regulation and Development) Act 2016, and in accordance with Section 11(2) of the Act 2016 read with Rule 17(1)(b) of Kerala Real Estate (Regulation and Development) Rule 2018, and Regulation 5(6) of Kerala Real Estate Regulatory Authority (General) Regulation 2020, this Authority do here by issue following directions to the promoters of the registered Real Estate Projects:
 1. All advertisements and publicity related to the K-RERA registered project(s) in any media but not limited to print, electronic or social media (including press, electronic media, pamphlets, banners, posters or publicity in any form) shall bear the registration details in accordance with the above-mentioned specifications.
 2. Every promoter of the K-RERA registered project, shall display the project Registration Number and the Website address of K-RERA, in the right top quadrant of the advertisement or prospectus.
 3. The font size of the project Registration Number and the Website address of K-RERA, displayed in the advertisement or prospectus shall be equal to or larger than the font size of any other telephone number given in the advertisement as details of contact.
 4. The colour and size of the of project Registration Number and the Web site address of K-RERA being displayed shall be in such a manner that they are easily visible, to the public.
 5. All advertisements related to the registered project shall be uploaded in the webpage of the project concerned in the K-RERA Web portal.

5. If it is noticed that the above directions are not complied with by any promoter, the Authority shall be constrained to initiate penal actions as prescribed under Section 61 & 63 of the Real Estate (Regulation and Development) Act 2016 against the defaulters without further notice; as per which the penalty shall be a maximum of 5% of the estimated cost of the project concerned.

The copies of the Order shall be transmitted to all the promoters of registered projects via e-mail for strict compliance.

Sd/-

Member I

Sd/-

Member II

Sd/-

Chairman

Approved for issue:



Secretary (T&A)

