

**KERALA REAL ESTATE REGULATORY AUTHORITY**  
**Trinity Centre, TC NO. 14/4354, Kesavadasapuram,**  
**Pattom, Thiruvananthapuram, Kerala -695004**  
**Ph : 0471-3501012/0471-3501013**

K-RERA/T3/2127/2023

Dated : 19.08.2023

**ORDER**

**Subject :** Display of QR code in every Project promotion/ Advertisements by K-RERA registered real estate projects -orders issued.

As per Section 37 of the Real Estate (Regulation and Development) Act, 2016 the Authority is vested with the powers to issue directions to promoter, real estate agents and allottees from time to time as it may consider necessary;

AND WHEREAS, Section 3 (1) mandates promoters, to register their real estate project with the Real Estate Regulatory Authority before inter alia advertising or marketing in any manner any plot, apartment or building in any real estate project;

AND WHEREAS, under Section 11(2) of the Act, the advertisement and prospectus issued by the promoter is required to mention prominently the website address of the Authority wherein all the details of the registered project has been entered and include the registration number obtained from the Authority and such other matters incidental thereto;

AND WHEREAS, the provisions of the Act, focuses on bringing greater transparency through disclosure of information on regular basis for public viewing, through online portal and accordingly K-RERA has introduced a QR code for each K-RERA Project to assist homebuyers to get information of the project easily by scanning the QR Code of that project.

NOW THEREFORE, in exercise of the powers conferred on the Authority under Section 37 of the Real Estate [Regulation and Development] Act,2016 the following directions are issued to the promoters of projects registered with K-RERA;

- The promoter shall prominently display Quick response (“QR”) code on each and every Project promotion/ advertisement published from 1<sup>st</sup> day of September2023.

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- The QR Code of each registered project is made available for download in the promoters dashboard located close to the certificate download section.
- 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 K-RERA Registration Number and the Website Address.
- The directions shall apply to the following mediums of promotion/advertisement or in any other media as may be directed by the Authority.
  - Advertisements on Newspaper/ magazines /Journals etc.
  - Printed Flyers /Brochures/ Catalogues/ Leaflets/ Prospectus
  - Standees on Project Sites / Sales Office
  - Websites / webpages of projects
  - Social Media Advertisements
  - Any other Advertisements where QR codes can be published.

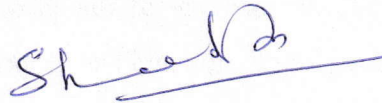
This order shall come into force with effect from 1<sup>st</sup> September 2023.

Sd/-  
Member I

Sd/-  
Member II

Sd/-  
Chairman

Issued by



Secretary (Technical & Admin)

