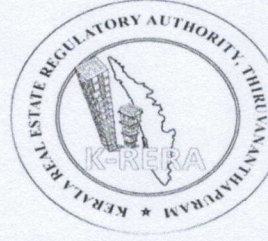


KERALA REAL ESTATE REGULATORY AUTHORITY
TC 25/1379, CRA D-112, Near Pentecostal Church,
Plamoodu – Charachira Road, Tvm-695003



K-RERA/T3/102/2020(2)

Dated: 25-03-2021

ORDER

Sub: Font size of K-RERA Registration Number and website address in advertisements and prospectus issued/ published by the Promoters

- Ref:** 1. Order of K-RERA No: K-RERA/T3/102/2020, dated: 08-09-2020.
2. Order of K-RERA No: K-RERA/T3/102/2021, dated: 18-11-2020.

The Authority, vide orders referred 1st and 2nd above, directed the Promoters of real estate projects to display prominently, the registration number of K-RERA in all the advertisements and publicity related to the projects in any media but not limited to print, electronic or social media including press, electronic media, pamphlets, banners, postures, or publicity in any form issued or published by them, as required under Sec 11(2) of Real Estate (Regulation and Development) Act 2016, r/w Regulation 5 (6) of Kerala Real Estate Regulatory Authority (General) Regulations, 2020.

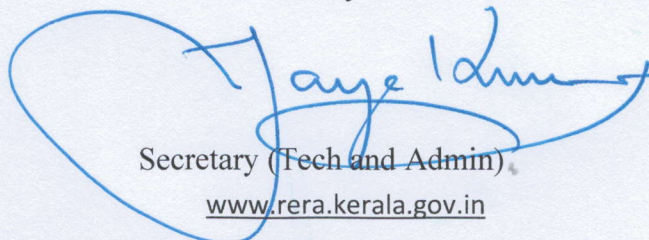
It has come to the notice of the Authority that the K-RERA Registration number is not clearly visible in the advertisements issued as mentioned above by the Promoters, because of the small size and light color of the font and thereby, the whole purpose of the above provision of law is defeated.

Therefore, in exercise of the powers conferred under Section 37 of Real Estate (Regulation and Development) Act 2016, and to protect the interest of the allottees and also to enhance transparency, *the Authority hereby directs the promoters to make sure that the font size of registration number and website address of K-RERA, displayed in the advertisements or prospectus, as mentioned above, shall be equal to or larger than the font size of contact details and address of the project, which shall be placed in the right top quadrant of the advertisement and shall be in a color which is easily visible to all.*

Sd/-
Member

Sd/-
Chairman

Issued by



Secretary (Tech and Admin)

www.rera.kerala.gov.in

Email: info.rera@kerala.gov.in