



Date: 08-09-2020

PUBLIC NOTICE

Urgent Attention Promoters:

According to **Section 11(2) of the Act**, “The advertisement or prospectus issued or published by the promoter shall mention prominently the registration number obtained from the Authority and such other matters incidental thereto”

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.”

But it has come to notice of the Authority that many promoters are elaborately publishing advertisements of their real estate projects through printed, visual and social media without getting RERA registration or without indicating anything in this regard. Such activities amount to clear violation of provisions of Real Estate (Regulation & Development) Act 2016, Rules and Regulations made there under. The real estate projects that are not bound to be registered shall also have to mention it prominently in their advertisements/prospectus.

Hence all the Promoters/developers of real estate projects are hereby informed that the Authority has already started sending show cause notices to such offenders and the persons found to be guilty shall have to face penalty which may extend up to 5% of the estimated cost of the real estate project as determined by the Authority prescribed under Section 61 of Real Estate (Regulation & Development) Act 2016.

Member



Chairman