

West Bengal Real Estate Regulatory Authority
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No.1519 –RERA/L-01/2023

Date: 25.07.2024

ORDER

Sub: Directions with regard to displaying of West Bengal Real Estate Regulatory Authority (WBREERA) Registration Number and WBREERA Website address in Advertisements & other Publicities of Registered Projects by the Promoters.

Whereas Section 11(2) of Real Estate (Regulation and Development) Act, 2016 (hereinafter referred to as the said Act), provides that, - “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”;

Whereas it has come to the notice of the Authority that some promoters are violating the above mentioned provision of the said Act by not displaying the WBREERA Registration Number of the project and website address of this Authority in the advertisements and other publicities of the said project;

Whereas this Authority also noted that some promoters while displaying the WBREERA registration details in their advertisement / publicities of the registered projects, do not follow the specific instruction in this regard provided in section 11(2) of the said Act and they 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;

Whereas under Section 37 of the said Act, for the purpose of discharging its functions under the provisions of this Act or rules or regulations made thereunder, this Authority is vested with the power to issue directions from time to time, to the promoters or allottees or real estate agents, as the case may be, as it considers necessary and such directions shall be binding on all concerned;

Whereas in exercise of the powers granted to this Authority under the aforesaid provisions of the said Act, this Authority considers it necessary in the interest of the allottees, promoters including landowners and real estate agents, the present Order is issued;

Now therefore, In consideration of the circumstances mentioned above, in exercise of powers conferred under Section 37 of the said Act and in accordance with Section 11(2) of the said Act, **in partial modification of the earlier Order in this regard vide No. 492-RERA/L-01/2023 dated 07.03.2024**, this Authority do hereby issues following directions to the promoters of the registered Real Estate Projects:-

1. All Advertisements and Publicities through electronic media, including Facebook, Whatsapp, Instagram, X-Handle etc. related to the WBRERA registered project(s), in any media and not limited to print, electronic or social media (including press, outdoor hoardings, electronic media, SMS, pamphlets, banners, posters, through FM Radio or publicity in any form) shall bear the **RERA Registration Number and the Website Address of the WBRERA**, (hereinafter referred to as “RERA Registered Information”) in accordance with the specifications as directed below:-
2. (a) Every promoter of a WBRERA registered project shall display the Project Registration Number issued by this Authority and the Website Address of WBRERA (www.rera.wb.gov.in), in **bottom portion** of the Advertisement or Prospectus or other Publicities in a **separate strip style format**. The **area of the bottom strip portion** containing the “RERA Registered Information” **shall not be less than 8% (eight percent)** of the total area of the Advertisement issued in the print media.
(b) The Promoter shall take every endeavor to ensure that the bottom strip portion is **free from any type of obstruction** and clearly visible to the public at large.
(c) The size of lettering and numbering, used in the bottom strip portion for the purpose of “RERA Registered Information” **shall not be less than one-third (1/3rd) of the font-size used for the name of the project** in the said Advertisements or other Publicities.
(d) The font and size of letters used for mentioning the “RERA Registered Information” shall be made in **Bold lettering** with the use of **contrast background colours**, so that the viewer can easily identify the “RERA Registered Information”.
3. (a) For Advertisements on **FM radio or for other Audio Formats**, the Registration Number of Project and Website address of WBRERA shall required to be mandatorily mentioned in

the **closing slide / segment** giving a reasonable timeframe, so that the information can be heard and understood by the listener.

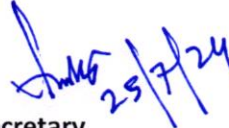
(b) For Advertisements on **Television or for Video Formats**, the Registration number of the Project and Website address of WBRERA shall required to be mandatorily mentioned in the **closing slide/segment** giving a reasonable timeframe so that the information can be seen and understood by the viewer.

(c) For Advertisements through different social media, electronic media etc. and through SMS, Whatsapp etc., the Registration Number of the project and Website Address of the WBRERA shall be prominently mentioned.

4. WBRERA Registration Number of the project and Website Address of this WBRERA Authority shall be **prominently** mentioned in the **Display Board installed at the Project site**.
5. All advertisements and publicity related to the WBRERA registered project shall be uploaded in the quarterly uploading section of the said project in the WBRERA Web-portal.
6. If it is noticed that the above directions are not strictly complied with by any promoter, this Authority shall be constrained to initiate penal actions as provided under section 61 and 63 of the said Act, against the Defaulter Promoter without further notice, as per which the penalty shall be a maximum of 5% of the estimated cost of the project concerned.
7. The copies of this order shall be transmitted to all the promoters of registered projects via email for strict compliance.

This order is hereby issued with the approval of Hon'ble WBRERA Authority.

This order shall come into effect immediately.


Secretary

West Bengal Real Estate Regulatory Authority