



KERALA REAL ESTATE REGULATORY AUTHORITY

**Trinity Centre, Opposite Chaithanya Eye Hospital,
Kesavadasapuram, Thiruvananthapuram. Pin- 695 004**

www.rera.kerala.gov.in

Email- info.rera@kerala.gov.in

Phone: 04713 501013

Present: Sri. P H Kurian
Chairman

Smt. Preetha P. Menon.
Member I

Dr. B Sandhya
Member II

Order No. K-RERA/T1/102/2024

Dated: 05.11.2024

ORDER

Sub: Display of Project registration number, Web address of the Authority, QR code of the Project and Agent registration number in Advertisements by the Promoters and Real Estate Agents – Orders Issued.

1. The Kerala Real Estate Regulatory Authority (K-RERA) is mandated in promoting transparency and accountability in the real estate sector as per the Real Estate (Regulation and Development) Act, 2016. As per Section 11(2) of the above Act, “all advertisements, prospects issued or published by the promoter shall contain the RERA registration number of the project, K-RERA web address (rera.kerala.gov.in) and such other matters incidental thereto”. Furthermore, as per the Public Notice No. K-RERA/T3/2127/2023 dated 19.08.2023, all the promoters were directed to ensure that the QR code concerned of their registered projects is included in their respective project advertisements. These requirements shall be mandatorily complied with by the

promoters of all registered projects, as per the provisions of the law as mentioned above.

2. Similarly, the real estate Agents also have an important role in the industry and hence the law stipulates certain functions of real estate agents register before the Authority. As per Section 10 of the Real Estate (Regulation & Development) Act, 2016, "Every real estate agent registered under Section 9 shall - (a) not facilitate the sale or purchase of any plot, apartment or building, as the case may be, in a real estate project or part of it, being sold by the promoter in any planning area, which is not registered with the Authority", and as per Rule 16 of the Kerala Real Estate (Regulation & Development) Rules, 2018 "the real estate agent shall provide assistance to enable the allottee and promoter to exercise their respective rights and fulfil their respective obligation at the time of booking and sale of any plot, apartment or building, as the case may be".
3. But the Authority has noticed seriously that some registered real estate agents engaged by the promoters of registered projects are not displaying correct and essential information of the project in their advertisements for the sale of units of such registered real estate projects. In this aspect it has been observed that the real estate agents shall also have to display their registration number prominently in all their advertisements/prospects issued or published in respect of sale of the units in real estate projects registered before this Authority. The Real Estate Agents shall also ensure that all such advertisements display prominently the Registration Number of the project provided under Section 11 (2) of the Act, 2016.

4. In view of this above and in exercise of powers conferred upon this Authority under Section 34 (f) and Section 37 of the Act, 2016, following directions are issued herewith to all the promoters and registered real estate agents for strict compliance;

1. Displaying K-RERA registration number, website address and QR

Codes of the Projects by promoters: In all advertisements or prospects issued for sale or purchase of registered projects, K-RERA registration numbers and website address (www.rera.kerala.gov.in) shall be prominently displayed by the promoters concerned. A QR code has been made available in the web page of each registered project in the K-RERA web portal. The above QR code must be prominently displayed in the advertisements, ensuring that it is easily scannable by potential buyers. Scanning of the QR code directs the users to the official web portal of K-RERA from where they can verify the details of the project including its registration status, approval details and all other relevant information regarding the project as well as the promoters concerned.



- 2. Displaying of Agent Registration Number by Real Estate Agents:** Every registered real estate agent shall prominently display the Agent Registration Number obtained to him/her/the firm as well as the Registration number given to the project concerned in all the advertisements released or prospects issued by the said Agent with respect to the sale or purchase of registered projects.

The promoters are hereby directed to ensure compliance of this order while engaging registered real estate agents for the promotion and sale of units in registered projects.

These directives are applicable to all forms of advertisement, including print media (newspapers, magazines, brochures, etc.), digital platforms (websites, social media, email marketing, etc.) and Outdoor advertising (billboards, posters, banners, etc.). All the promoters and registered real estate agents in the state shall strictly adhere to the above directions, failing which the Authority shall be constrained to initiate legal actions prescribed under Act, 2016 against the defaulters.

Sd/-
P H Kurian
Chairman

Sd/-
Preetha P. Menon.
Member I

Sd/-
Dr. B Sandhya
Member II

True Copy/Forwarded by/Order



Secretary (Technical & Administration)
Kerala Real Estate Regulatory Authority