

STRATAGE UPDATES

“QR code” to be mandatory for RERA registered projects in Maharashtra.

This Update is meant for general information and shall not be deemed to be a legal advice or opinion. This Update is neither intended to be an advertisement or solicitation.

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In terms of Section 3(1) read with Section 11(2) of the Real Estate (Regulation and Development) Act (“**Act**”), a promoter is *mandatorily required* to register a project with the Maharashtra Real Estate Regulatory Authority (“**MahaRERA**”) and *prominently display* the registration number obtained from MahaRERA as well as the website address of MahaRERA, on all advertising or marketing material for any plot, apartment or building in a real estate project.

MahaRERA has by an order dated May 29, 2023, bearing order no. 46/2023 (“**Order**”) introduced the requirement of providing a *Quick Response Code* (“**QR Code**”) for each RERA registered project to enable home buyers to access project related information easily and make informed decisions while investing in a real estate project.

The Order, which would come into effect from August 1, 2023, *inter-alia* provides that:

- A QR Code is mandatory to be included in all promotion / advertisement material published after August 1, 2023.
- The QR Code must be embedded in all forms / mediums of advertising or marketing, including print, display, digital, social media or any other medium where a QR Code can be embedded.

The aforementioned was notified vide order dated May 29, 2023 ([available here](#))