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No. GujRERA/Circular/ 18 /2020

Date:4nd January,2020

Subject: - Directions for “Font Size” of Registration Number in Advertisement of RERA Registered Projects.

In accordance with, Section-11(2) of RERA, every promoter of Real Estate projects registered with Guj-RERA has to mandatorily mention Guj-RERA registration number obtained from Authority along with the website address of the Guj-RERA in all Advertisements or any prospectus issued or published by the promoter. Accordingly, through Circular-13, directions have been given by the Authority providing necessary clarity to promoters of Real Estate projects, to media organizations and advertising industry & intermediaries regarding the appropriate nature of compliance for advertisement of RERA registered projects.

The authority has prescribed that for appropriate compliance (RERA Registered projects shall contain the (i) RERA registration number as indicated in the Registration certificate {for example: PR/GJ/Ahmedabad/Ahmedabad City/AUDA/CAA2222/21817}) as well as (ii) address of the Guj-RERA website www.gujrera.gujarat.gov.in while advertising the Registered Real Estate Projects in media such as;

- 1) Newspaper-Paper Print and Digital media
- 2) Brochures and Leaflets
- 3) Outdoor Publicity
- 4) Audio-Visual Media

However, on the basis of the current experience of advertisements of the RERA registered projects, the following observations surface:

1. In newspaper-Paper and Print media, RERA registration number is properly not visible due to small font size and light font colour.

2. In the outdoor Publicity (hoardings) RERA registration number is not visible because of very small font size.
3. Due to combination of the various colours in prospectus, in a few cases it is observed that due to use of light colours in mentioning the RERA Registration number, it is not clearly visible.

Consequently, the whole purpose of the stipulation under section 11(2) of RERA is lost.

Therefore, to enhance consumer protection, improve transparency and to streamline the real estate sector under RERA, in continuation of the circular no-13 issued by Gujarat RERA, the following directions are issued:

“The font size of RERA registration number and website address should be mandatorily equal to or larger than the contact details of the proposed project.”

All Promoters/Builders/Developers/Agents are instructed to update and implement the above-mentioned guidelines for Project Advertisement. They shall ensure that the above directions are adhered to, to avoid non-compliance leading to Regulatory Action, as prescribed under the Act, Rules and Regulations.


4/1/2020
Secretary
Gujarat RERA