

**West Bengal Real Estate Regulatory Authority**  
**Calcutta Greens Commercial Complex (1<sup>st</sup> Floor),**  
**1050/2, Survey Park, Kolkata-700 075**

**Phone: 033-24160606**

**email: rera.wb@gmail.com**

**No. 492-RERA/L-01/2023**

**Date: 07.03.2024**

**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 under 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 land owners 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, this Authority do hereby issues following directions to the promoters of the registered Real Estate Projects :-

1. All Advertisements and Publicities through electronic media, such as Facebook, Whatsapp and Instagram 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 WBRERA Registration Number details in accordance with the specifications as directed below.
2. Every promoter of the 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 the right top corner/quadrant of the Advertisement or Prospectus or other Publicities. The size of lettering and numbering, used for this shall not be less than one-third (1/3<sup>rd</sup>) of the font-size used for the name of the project in the said Advertisements or other Publicities.
3. The length and breadth of the "RERA Registered" information must not be less than 20% of the length and breadth issued in print media.
4. The colour and size of the Project Registration Number and the Website Address of WBRERA being displayed shall be such a manner that they are easily visible to the public.
5. In advertisement on FM radio or through electronic media, social media and thorough SMS, Whatsapp, the Registration Number of the project and Website Address of this Authority shall be prominently mentioned.
6. WBRERA Registration Number of the project and Website Address of this Authority shall be mentioned in the Display Board installed at the project site.
7. All advertisements and publicity related to the WBRERA registered project shall be uploaded in the quarterly uploading section of the said project in the WBERER Web-portal.
8. 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.

9. The copies of this order shall be transmitted to all the promoters of registered projects via email for strict compliance.

This order shall come into effect immediately.

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

  
7/3/24

Secretary

West Bengal Real Estate Regulatory Authority