



Karnataka Real Estate Regulatory Authority

Established u/s 29 (1) of the Real Estate (Regulation & Development) Act, 2016
and u/r 18(8) of the Karnataka Real Estate (Regulation & Development) Rules-2007



K. S. Latha Kumari, I.A.S.,
Secretary

CIRCULAR

Ref. No. RERA/ADM/CR-4/2019-20

Dated: 14/11/2019

Sub: Guidelines for Releasing of advertisement in print and
Electronic media - Reg.

Whereas, under Section 37 of the Real Estate (Regulation and Development) Act, 2016 ("said Act") the Karnataka Real Estate Regulatory Authority is vested with the power to issue directions from time to time to the promoters, allottees or real estate agents' as it considers necessary from time to time.

Whereas, the Chairperson, Karnataka Real Estate Regulatory Authority is vested with the powers of general superintendence and directions in the conduct of affairs of the Authority under section 25 of the said Act.

Whereas, under powers granted to the Karnataka Real Estate Regulatory Authority and its Chairman under the aforesaid provisions of the said Act and since the Karnataka Real Estate Regulatory Authority considers it necessary in the interest of the promoters including landowners and the allottees, the present Circular is issued exercising powers under the aforesaid provisions of the said Act.

The Authority therefore in exercise of powers under section 37 of the Real Estate (Regulation and Development) Act, 2016, issues the following directions-

1. While releasing advertisements of projects on Print Media, outdoor hoardings, or FM Radio and through SMS or the electronic media, the following have to be mentioned;
 - a) Advertisement of Real Estate Projects in the Print Media, on outdoor hoardings or any other visual medium shall mention the Registration Number issued by this Authority in the top right corner of the advertisement.

"The size of the lettering and numbering used for this shall be not less than half of the font used for the name of the project in the said advertisement.

- b) Karnataka RERA website address i.e., www.rera.karnataka.gov.in to be mentioned for more details/information about the project.
 - c) No disclaimer clause should be mentioned stating that the information is subject to change.
 - d) The length and breadth of the "RERA Registered" information must not be less than 10% of the length and breadth (whichever is higher) of advertisement issued in print media.
 - e) In advertisements on FM Radio or through electronic media and SMS, the Registration Number issued by the Authority shall be prominently mentioned.
2. Alternatively, if Completion Certificate was applied before 11/07/2017 has been obtained, the same has to be mentioned in the advertisement.
 3. KRERA registration No. to be mentioned in the display board installed at the site.

This direction is for the information of all the concerned, and for strict compliance by all promoters and their agents, failing to which action will be initiated under the provisions of The Real Estate (Regulation and Development) Act 2016 and the Karnataka Real Estate (Regulation and Development) Rules 2017.


Secretary

K- Real Estate Regulatory Authority

Copy To,

- 1) For PS to Hob'le Chairman for kind information.
- 2) For PA to Hob'le member-1 for kind information.
- 3) For PA to Hob'le member-2 for kind information.
- 4) For office record,