

**Gujarat Real Estate Regulatory Authority**  
**4<sup>th</sup> Floor, Sahyog Sankul,**  
**Sector – 11, Gandhinagar - 382010**  
**Ph. No. (079)-232-58659**  
**Website:- <https://gujrera.gujarat.gov.in>**

**No. GujRERA/Circular/13**

**Date: 31<sup>st</sup> December, 2018**

## **Subject: - Advertisement of RERA Registered Project**

The Real Estate (Regulation and Development) Act, 2016 has vide Section-11(2) prescribed as under “ 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.”

GujaratRERA authority has been receiving various representations for providing operational guidance with respect to mentioning of project registration number and the address of the authority website in advertisement through different modes and means.

To provide necessary guidance to promoters of Real Estate Projects and to media organizations and advertising industry intermediaries regarding appropriate nature of compliance for advertisement of RERA registered projects, the authority is hereby prescribing the appropriate compliance to be ensured while advertising the registered Real Estate Projects as follows;

### **1. Newspaper – in Paper Print and Digital media: -**

Advertisement in newspaper either in paper print or in e-paper format or website advertisement of RERA Registered projects shall contain the address of the GujaratRERA website as [www.gujrera.gujarat.gov.in](http://www.gujrera.gujarat.gov.in) and the RERA registration number as indicated in Registration certificate issued by the Authority is to be clearly mentioned e.g. **PR/GJ/Ahmedabad/Ahmedabad City/AUDA/CAA01234/261218.**

### **2. Brochures and leaflets: -**

All paper print Brochures and leaflets shall also contain Authority website address and project registration Number as applicable for paper print newspaper.



### 3. Outdoor Publicity: -

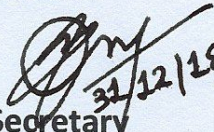
Large size outdoor publicity Billboards and hoardings must contain authority website address and RERA registration number as applicable for printed newspaper in a way which is easily readable with bare eyes by viewer.

However, the small size hoarding, such as on road divided and on Street Light Poles may contain abridged registration number in the form of **CAA02222** i.e. the 8 digit unique code in every RERA Registration Number, beginning with **RAA / MAA / CAA / PAA**. The abridged Registration number along with authority website address is to be mentioned on such small size hoardings.

### 4. Audio-Visual Media:-

Every Audio Visual Media or only Audio announcements on Radio shall mention abridged RERA Registration number in a clearly Audible manner along with mention of the Authority website address. This will apply to all Audio-Visual media like Radio, TV, Video clips, Audio clips, media streaming, digital media content etc.

All promoters of a Registered Real estate projects shall ensure that above directions are adhered to in full, so as to avoid non-compliance which may lead to Regulatory Action under the RERA Act., Rules and Regulations.

  
31/12/28  
Secretary  
Gujarat RERA