



Rajasthan Real Estate Regulatory Authority

2nd & 3rd Floor, RSIC Wing, Udyog Bhawan,
Tilak Marg, C-Scheme, Jaipur-302005

Rajasthan RERA

Phone No.: 0141-2851900 Website: <http://rera.rajasthan.gov.in/>

F: 1(31)/RJ/RERA/AM/2019/ 647

Date: 22-5-2028

ORDER

Subject: *Mandatory Display of QR Code, Standardized Font Size of Rajasthan RERA Registration Number, and Website Address of Rajasthan RERA in Advertisements Published by Promoters and Real Estate Agents*

Section 11(2) of the Real Estate (Regulation and Development) Act, 2016 ("the Act") mandates that any advertisement or prospectus issued or published by a promoter must prominently display the website address of the Authority and include the registration number obtained from the Authority, along with other incidental details.

Rule 15(2) of the Rajasthan Real Estate (Regulation and Development) (Registration of Real Estate Projects, Registration of Real Estate Agents, Rates of Interest and Disclosures on Website) Rules, 2017 ("the Rules"), reiterates that every registered real estate agent is required to quote both the agent registration number and the project registration number in all advertisements issued.

It has been observed by the Authority that in numerous cases, the Rajasthan RERA registration number and the Authority's website address are displayed in fonts that are too small, use light colours, or are positioned in obscure areas of advertisements, thereby undermining the objective of transparency and consumer awareness mandated under the Act.

In compliance with the decisions taken by the Authority in its 21st meeting and in exercise of powers conferred under Section 37 of the Real Estate (Regulation and Development) Act, 2016 ("the Act"), the Rajasthan Real Estate Regulatory Authority (hereinafter "the Authority") hereby issues the following directions in the interest of enhancing transparency, promoting consumer awareness, and protecting the rights of homebuyers:

1. Font Size Standardization

The Rajasthan RERA registration number and the Authority's website address must be displayed in font size equal to or larger than the font used for the project's contact details and address. If different font sizes are used for contact details and address, the



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largest font size among them shall serve as the reference for displaying the RERA registration number and website address.

2. Placement and Visibility

The top-right quadrant of the advertisement must contain the Rajasthan RERA registration number and the Authority's website address. The font colour must contrast adequately with the background to ensure high visibility and clear readability.

3. Display of QR Code

A Quick Response (QR) Code, linked to the project details on the official Rajasthan RERA website, must be included in the top-right quadrant of the advertisement.

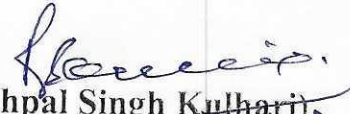
4. Scope of Application

These directions shall apply to all promotional and advertising materials, including print, digital, social media, brochures, catalogues, leaflets, prospectuses, Standees at project sites and sales offices, Websites/webpages of projects, Social media advertisements and any other form of real estate promotional content

5. Penal Provisions:

Failure to comply with the above directions shall be construed as violation/contravention and in such case a penalty of not less than ₹10,000 and up to ₹50,000 per violation shall be imposed, in accordance with Section 63 and/or Section 65 of the Act upon the promoters and real estate agents for each violation, as the case may be.

These directions shall come into force with immediate effect upon issuance of this order.


(Richhpal Singh Kulhari)
28/5/22
Registrar, RERA



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Copy forwarded to the following for information:

1. PS to Chairman, Rajasthan RERA
2. PS to Member-1, Rajasthan RERA
3. PS to Member-2, Rajasthan RERA
4. PS to Adjudicating Officer, Rajasthan RERA
5. PS to Registrar, Rajasthan RERA
6. Tech. Director, DoIT & RISL Sh. Mukesh Arora for necessary action
7. Coordinator, Conciliation Forum, Rajasthan RERA
8. Chairman/President, Confederation of Real Estate Developers' Associations of India (CREDAI) Rajasthan, 424, 4th Floor, Laxmi Complex, MI Road, Jaipur - 302001
9. Chairman/President, Confederation of Real Estate Developers' Associations of India (CREDAI) NCR Bhiwadi Neemrana, E-127, Industrial Area, Bhiwadi, Alwar-301019
10. President, Township Developer Association of Rajasthan (TODAR), Prim Pavilion, E-66, Nakul Path, Lal Kothi Scheme, Jaipur - 302015
11. Chairman/President, Rajasthan Affordable Housing Developers Association (RAHDA) S-220, Time Square, Central Spine, Vidyadhar Nagar, Jaipur
12. Vice Chairman, RAJREDCO, Jaipur
13. Chairman, All India Federation of Tax Practitioners (CZ), c/o Shri Pankaj Ghiya, 10, Ganesh Colony, Bhairav Path, JLN Marg, Jaipur-302004
14. Chairman, RERA Awareness Committee, ICAI, Jaipur Branch, ICAI Bhawan, D-1 Jhalana Institutional Area, Jhalana Doongari, Jaipur - 302004
15. Chairman, RERA Committee, Tax Consultant Association, Jaipur, 801-803, 8th Floor, Signature Tower, DC-2, Behind Apex Bank, Tonk Road, Jaipur - 302015
16. President, RERA India Educational & Resources Federation, 6F-42-43, Mahima Trinita Mall, Swage Farm, New Sanganer Road, Jaipur-302019
17. Chairman, The Indian Institute of Architects, Rajasthan Chapter, 400, F-72, 'Suryoday', Subhash Marg, Bagadiya Bhawan, C-Scheme, Jaipur-302001
18. Chairman/Secretary, Rajasthan Realtors Association (RRA), 308, 3rd Floor, Plot No. 1, Felicity Tower, Sahakar Marg, Lal Kothi, Jaipur- 302005
19. Chief Editor, RERA Times, Ghiya & Company, E-68, Ghiya Hospital Complex, Sector-12, Malviya Nagar, Jaipur - 302017
20. Mr. Mitesh Rathore, President, Bar Association of RERA & REAT, 105, Jagdish Enclave, Opp. Ram Mandir, Near Yash Vidhya Mandir, Civil Line Circle, Jaipur - 302006
21. All officers of Rajasthan RERA
22. Guard File
23. Rajasthan RERA Website
24. All promoters (through their dashboard)

[Signature]
Registrar, RERA
28/5/25