PROCEEDINGS OF THE TAMIL NADU REAL ESTATE REGULATORY AUTHORITY,

RERA TOWER, NO.133, G-BLOCK, 1st AVENUE, ANNA NAGAR (EAST), CHENNAI-600102.

Present:	**1.**	**Thiru Shiv Das Meena, IAS (Retd.)**	**Chairperson**
	2.	**Dr.L.Subramanian, IAS (Retd.)**	**Member**
	3.	**Adv. M.Krishnamoorthy**	**Member**
	4.	**Dr.D.Jagannathan, IAS (Retd.)**	**Member**
	5.	**Thiru Sukumar Chittibabu**	**Member**

Proc.No.TNRERA/A3/1840/2026-1 **Dated 16.06.2026**

Sub: TNRERA – Release of advertisement and promotion of Real Estate projects in print, electronic and social media – **Comprehensive directions issued** for compliance – Revised Proceedings - Regarding.

Ref:
1. Proceedings No.TNRERA/A3/2253/2025, dated 04.08.2025
2. Proceedings No.TNRERA/A3/2253/2025-2, dated 08.10.2025.
3. Minutes of the 14th, 16th & 21st Authority meetings for the year 2026 held on 09.04.2026, 24.04.2026 & 29.05.2026 respectively.

ORDER:-

In the reference 1st cited, the Authority issued certain directions regarding advertisement and promotion of real estate projects. Subsequently, in the reference 2nd cited, the Authority had issued certain amendments to the directions issued in the reference 1st cited.

2. Now, vide reference 3rd cited, the Authority has resolved that the promoters shall not compare their price with so called "market price" or price of other projects / promoters while advertising and promoting their projects and decided to issue comprehensive directions under Section 37 of the Real Estate (Regulation & Development) Act, 2016 incorporating all the amendments to the directions issued vide reference 1st cited.

3. Accordingly, in supersession of the proceedings issued in the reference 1st cited and the amendments vide reference 2nd cited, the following **revised Proceedings** are issued.

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4. In the interest of the allottees and real estate sector, the Tamil Nadu Real Estate Regulatory Authority (TNRERA) issues the following directions under Section 37 of the Real Estate (Regulation and Development) Act, 2016 to the promoters of real estate projects regarding release of advertisement in print, electronic and social media or on any other platform such as outdoor advertisements.

Directions for release of advertisement in print, electronic, social media or any other media while advertising any real estate project by the promoter.

i. Newspapers and Magazines:

All advertisements in the newspapers and magazines (print media) or on websites must contain the TNRERA registration number along with QR code of the Form-C (Registration Certificate issued by TNRERA) and website address of the Authority. **The TNRERA registration number with QR code and website address displayed preferably at the top right corner of the advertisement.** The font size of the letters and numbers used shall not be less than twelve in case where the advertisement is in quarter page or more than quarter page of a news paper. For advertisement with less than quarter page, the font size of the letters and numbers shall not be less than eight.

Further, if the advertisement for a real estate project is in more than one page, TNRERA registration number and Authority's website address shall be mentioned **at the top right side of the first page along with the QR Code of the Form-C.**

ii. Classified Advertisements in News papers and Magazines:

The TNRERA's website address along with RERA registration number has to be mentioned.
If the advertisement is for multiple projects, RERA registration number has to be mentioned for every real estate project and TNRERA's website address to be provided at an appropriate place in the advertisement.

iii. Brochures and leaflets:

All paper print brochures, leaflets and flyers must contain RERA registration number with QR code of the Form-C and website address of the TNRERA. The font size of the letters and numbers used shall be legible and readable.

iv. Outdoor publicity:

All outdoor publicity boards and hoardings including small size hoardings such as on road divider, on street light poles, advertisement on the buses, vehicles and bus shelters, etc. must contain RERA registration number with QR code of the Form-C and website address of the TNRERA. These details shall be displayed at the top right corner of the advertisement. The font size

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of the letters and numbers used shall be legible and readable to the passerby.

v. Electronic Media:

Television, Radio and other Electronic Media: – While advertising real estate projects on TV or radio, it has to be mentioned whether the project is a "RERA Registered Project". The info graphics used to advertise the project on TV, shall have the RERA registration number with QR code Form-C, and website address of the TNRERA.

vi. Social media:

All communications of the promoter's project on websites, Facebook, Twitter, Instagram or Linkedin pages or on any other social media platform, shall mention the RERA registration number with QR code of Form-C and the link to the TNRERA's website.

vii. The **online property sites** (websites which are advertising, facilitating or promoting sale of real estate projects in any manner) shall not advertise any real estate project without TNRERA registration number with QR code of Form-C and TNRERA's website address.

viii. General:

a. As per Section 3(1) of the Real Estate (Regulation and Development) Act, 2016, no promoter shall advertise any real estate project without registering it with TNRERA.
b. Therefore, no advertisement shall be issued for a real estate project unless it has been registered with TNRERA registration. Regarding pre RERA projects and the projects with less than 500 sq.mtr. and less than 8 apartments, the promoter shall clearly mention as "Project is exempted from RERA registration".
c. Regarding terms and conditions mentioned by the promoter in the advertisement, the promoter shall not mention any disclaimer clause such as "terms and conditions apply". The promoter has to clearly mention the terms and conditions to facilitate the homebuyers to take informed decision.
d. The advertisement must contain the promoter's name, office address and contact details besides the exact location of the project.
e. Regarding location of the project, the promoter may state the postal address in addition to the project address.
f. The mere number of amenities, such as 100 + amenities shall not be mentioned. If any promoter desires to mention the amenities in the advertisement, they may do so, however, only the amenities as promised in the sale agreement shall be indicated in the advertisement.

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g. TNRERA has started providing QR code in Form-C since June, 2025 and, therefore, the Form 'C' issued prior to June 2025 do not carry QR Code. Similarly, Form-F is issued offline without QR code. Therefore, in such cases the promoter shall generate QR code of actual Form-C / Form-F and use it for the advertisements. However, no project is exempted from the requirement of QR code of Form-C or Form-F (Certificate extending RERA registration), as the case may be.

h. The price of the real estate project depends on several factors such as location of the project, quality of the construction, amenities / infrastructure provided, etc., Comparing the price of their project with so called "market price" is not fair and amounts to misleading the home buyers. Therefore, **the promoters shall not compare their price with so called "market price" or price of the other projects / promoters while advertising their projects**. Promoter shall talk only about their project/ price, amenities provided in the project advertised.

5. All promoters shall ensure strict compliance of these directions failing which action will be proceeded under Section 61 and 63 of the Real Estate (Regulation and Development) Act, 2016.

6. All media houses shall ensure strict compliance of the above direction and non-compliance will be reported to the concerned Regulatory Bodies for appropriate action.

7. The above directions as well as the provisions contained in regulation 6 of the Tamil Nadu Real Estate Regulatory Authority (General) Regulations, 2018 shall be followed scrupulously by all concerned.

(Sd) (16.06.2026)
Chairperson, TNRERA.

To
Sr. Programmer, TNRERA
(for uploading in TNRERA Website)

Copy to:

1) P.S. to Chairperson
2) P.C. to Member (LS)
3) P.C. to Member (K)
4) P.C. to Member (J)
5) P.C. to Member (S)
6) Secretary, TNRERA
7) Additional Director-R
8) Additional Director-S
9) Law Officer.
10) Asst A2/A3

/True Copy/

Additional Director (R)

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Tamil Nadu Real Estate Regulatory Authority,
Chennai – 600102.

CIRCULAR

TNRERA/A3/1840/2026-3 **Dated 03.07.2026**

Sub: TNRERA – Release of advertisement and promotion of Real Estate projects in print, electronic and social media – **Comprehensive directions issued** for compliance – **Clarification issued** - Regarding.

Ref: Proceedings No.TNRERA/A3/1840/2026-1, dated 16.06.2026.

In the reference cited, revised proceedings incorporating comprehensive directions for release of advertisement and promotion of real estate projects in print, electronic and social media have been issued. In continuation to these directions, **it is clarified that while advertising a real estate project for which the validity of TNRERA registration has been extended as per the provisions of Real Estate (Regulation & Development) Act, 2016 and Rules framed thereunder and Form-F has been issued, QR code provided in the advertisement shall also contain Form-F along with Form-C.**

This clarification shall form part of the directions issued in the reference cited above.

Sd/- 03.07.2026
Chairperson, TNRERA

/Tue copy/Forwarded/

Additional Director-(R)

To
1. A.D.(R)
2. A.D. (S)
3. Secretary
4. Sr.Programmer (for uploading in the Website)
5. Law Officer 6. A3

Copy to:
1. P.S. to Chairperson
2. Member (LS) / Member (K) / Member (J) / Member (S)

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