

PROCEEDINGS OF THE CHAIRPERSON, TNRERA, CHENNAI-8.
PRESENT : THIRU SHIV DAS MEENA, I.A.S. (RETIRED)

Proc.No.TNRERA/A3/2253/2025-2

Dated 08.10.2025

Sub: TNRERA – Release of advertisement in print and electronic medias – Certain directions issued for compliance – Reg.

- Ref: 1. Proceedings No.TNRERA/A3/2253/2025 dated 01.07.2025
2. Authority's Resolution dated 24.07.2025
3. Proceedings No.TNRERA/A3/2253/2025 dated 04.08.2025
4. Authority's Resolution dated 08.10.2025

ORDER:-

In the reference 3rd cited, the Authority had issued certain directions regarding advertisement of real estate projects. In continuation to the above proceedings, the following amendment is issued with respect to paragraph 3(i) and 3(ii) of the said proceedings.

Para graph	Existing	Amended
3(i)	i.Newspapers and Magazines: All advertisements in the newspapers and magazines (print media) or website advertisement must contain the TNRERA registration number with QR code of the Form-C and website address of the Authority. The TNRERA registration number with QR code and website address shall be displayed at the top or bottom either "left or 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 is in more than one page, the above details shall be mentioned in every page.	i.Newspapers and Magazines: All advertisements in the newspapers and magazines (print media) or website advertisement must contain the TNRERA registration number along with QR code of the Form-C and website address of the Authority. The TNRERA registration number with QR code and website address shall be 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.
	ii. Classified Advertisements in news papers: Classified advertisements are exempted from QR Code, but RERA registration number has to be mentioned.	ii. Classified Advertisements in news papers: The Authority'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 Authority's website address to be provided at an appropriate place in the advertisement.

2. The above directions shall come into force with immediate effect.

(sd)/- 08.10.2025
Chairperson, TNRERA.

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

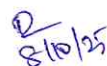
Copy to:

- 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-I
- 8) Additional Director-II
- 9) Project Consultant
- 10) Law Officer
- 11) Asst A2/A3 ✓

/True Copy/



ADDITIONAL DIRECTOR-I


8/10/25

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