

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

Proc.No.TNRERA/A3/2253/2025

Dated 04.08.2025

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

ORDER:-

In supersession of the proceedings issued in the reference 1st cited, the following revised proceedings is issued.

2. In the interest of the Allottees and Real Estate sector, the Tamil Nadu Real Estate Regulatory Authority 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. These directions shall also be included in the Tamil Nadu Real Estate Regulatory Authority (General) Regulations, 2018 by amending the Regulation 6.

3. The following shall be added at the end of the Regulation 6 of the Tamil Nadu Real Estate Regulatory Authority (General) Regulations, 2018 under the heading "Publication of 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 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.

ii. Classified Advertisements in news papers:

Classified advertisements are exempted from QR Code, but RERA registration number has to be mentioned.

iii. Brochures and leaflets:

All paper print brochures, leaflets and flyers must contain RERA registration number with QR code as given in Form-C and website address of the Authority. 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 website address of the Authority and RERA registration number with QR code as given in Form-C. As applicable for printed newspaper advertisements, these details shall be displayed at the top or bottom either "left or right". The font size of the letters and numbers used shall be legible and readable to the passerby.

v. Electronic Media:

TV/Radio – While advertising real estate projects on TV or Radio, it has to be mentioned whether the project is a "RERA Registered Project"..

Other Electronic Media

RERA Registration number and Authority's website address shall be clearly mentioned. In addition, promoter's name and contact address shall also be mentioned.

vi. Social media:

All communications of the promoter's project on Facebook, Twitter, Instagram or LinkedIn pages or on any other social media platform, shall mention the RERA registration number and the link of 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 Authority's website address.

viii. General:

- a) Regarding terms and conditions mentioned by the promoter in the advertisement, the promoter cannot simply mention any disclaimer clause as "terms and conditions" apply. The promoter has to clearly mention the terms and conditions to facilitate the homebuyers to take informed decision.

- b) Regarding location of the site, the promoter may state the postal address in addition to the site address.
- c) 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. 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".
- d) The advertisement must contain the promoter's name, office address and contact details. No advertisement shall be issued without RERA registration and exact location of the projects.
- e) 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 Agreement/Brochure shall be indicated in the advertisement.
- f) Wherever QR Code is not available, the promoter shall generate QR Code based on the Form-C/Form-F issued

6. 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.

7. 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. In case of violation of these directions, TNRERA will take suitable penal action against the errant media house".

8. Further the phrase "as prescribed under Regulation 6" shall be included in the Regulation 8(3). Consequently the Regulation 8 (3) of the Tamil Nadu Real Estate Regulatory Authority (General) Regulations, 2018 shall be read as:

"8(3) In all advertisement and publicity related to the projects in any print, electronic, social media (including press, electronic media, pamphlets, banners, posters or publicity in any form), shall bear the registration details of the project with the RERA as prescribed under Regulation 6 and if the project does not fall within the ambit of RERA as per Section 3(2) that should also be indicated".

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

Sd/- 04.08.2025
Chairperson, TNRERA.

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

Copy to:

- 1) P.S. to Chairperson, TNRERA
- 2) P.C. to Member (LS), TNRERA
- 3) P.C. to Member (K), TNRERA
- 4) Secretary (i/c), TNRERA
- 5) Additional Director-I, TNRERA
- 6) Additional Director-II, TNRERA
- 7) Law Officer, TNRERA

/True Copy/

S. Shrivastava

ADDITIONAL DIRECTOR-I

*D
4/8/25*