



Rajasthan Developers, Take Note: Rajasthan's RERA 2024 Regulation Demands Immediate Action

Critical RERA Updates You Can't Afford to Miss!

Attention Rajasthan Real Estate Sector Stakeholders! On **March 14, 2024**, the Rajasthan Real Estate Regulatory Authority unveiled significant amendments to its regulations, introducing the '**Rajasthan Real Estate Regulatory Authority Regulations, 2024.**' While these new guidelines bring sweeping changes across various aspects of RERA regulations, two areas demand your immediate attention:

- **Rule 14 - Publication of Advertisements**
- **Rule 15 - Display Boards**

These specific updates are set to revolutionize how you market and showcase your projects. In this article, we'll zero in on these crucial changes, providing you with the essential information you need to ensure compliance and avoid potential penalties.

The real estate landscape in Rajasthan is evolving rapidly, and staying compliant with these new advertising and display regulations is more critical than ever. Read on to discover how these targeted amendments will reshape your marketing strategies, and learn how to stay ahead of the curve. Your project's success may depend on your swift adaptation to these new rules!

Rule 14.

Publication of Advertisements

In accordance with the recently notified "Rajasthan Real Estate Regulatory Authority Regulations, 2024," specific guidelines have been established regarding the publication of advertisements for real estate projects. These guidelines are crucial for ensuring transparency, accountability, and consumer protection in the real estate sector, and stakeholders are expected to adhere to them diligently to maintain the integrity of the industry. The key provisions concerning the publication of advertisements:

Mandatory Registration

Inclusion of QR Code

Legible Publication of Registration Information

Monitoring Social Media Content

Exemption Disclosure

Registration of Real Estate Agents

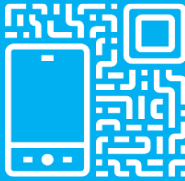
Regular Updates on Real Estate Agents

Strict Compliance Monitoring

The New Era of Real Estate Advertising: What You Need to Know



Promoters or real estate agents are prohibited from publishing any advertisements for projects through any media, including press, electronic media, pamphlets, banners, posters, or any other form of publicity aimed at booking sales or receiving advance sums from allottees, unless the project is duly registered with the Authority.



Promoters must prominently display a Quick Response (QR) code on all project promotions and advertisements across various media platforms. The QR code should be legible, readable, and detectable, and it must contain the RAJREERA registration number along with the website address. This requirement applies to print media, websites/webpages, social media advertisements, and any other mediums directed by the Authority.



The registration number (including exemption number or court order, if applicable) and website address must be published in a legible and readable font size and color in print media and social media advertisements.



Contents posted on social media platforms such as Facebook, WhatsApp, Instagram, YouTube, or any other platform without adhering to the prescribed requirements will be closely monitored. Any existing content on social media platforms must be updated within 15 days (starting from the date of notification) to comply with the regulations. Failure to do so may attract penalties under relevant statutory provisions.

• Note:- As 15 days has already gone, even if due to lack of knowledge you were not able to amend, kindly do so now.



In cases where the promoter has obtained an exemption certificate or judicial exemption for a particular project, the exemption number or relevant case details must be published in the same manner as prescribed for regular project advertisements.



Promoters/builders are required to inform the Authority regarding the appointment/authorization of their real estate agents. These agents must be registered with the Authority under Section 9 of the Act. Advertisements or documents intended for sale or booking units by real estate agents or promoters must include their registration number, RERA web address, email, postal address, etc., failing which penal provisions of the Act may apply.



Promoters/builders must provide timely updates on the status of their real estate agents on a quarterly basis or as directed by the Authority.



Any deviation or leniency in complying with the aforementioned directions will be closely monitored by the Registrar's office. Any violations or non-compliance with statutory provisions or Authority directives will be subject to appropriate action.

Rule 15.

Display Boards



Display boards serve as vital sources of project information for stakeholders, ensuring transparency and accessibility throughout the duration of the project. Promoters are obligated to comply with these regulations to facilitate informed decision making among stakeholders. The 2024 regulations have been updated to ensure proper placement of display boards at project sites, as detailed below:

Display Board Requirements for All Projects

All real estate projects in Rajasthan must adhere to the following display board requirements:

Board Specifications	Common Information <i>(in bold and legible font)</i>	Visibility & Durability
<ul style="list-style-type: none"> • Weatherproof display board • Minimum size: 5'x4' • Located at the project site • Designed to withstand weather conditions • Ensure visibility throughout the project duration 	<ul style="list-style-type: none"> • Project name and registration number (or exemption number/court order, if applicable) • Authority website • Date of registration • Phases of the project • Name and contact details of the authorized representative of the promoter • Promoter's website 	<ul style="list-style-type: none"> • Information must remain clear and visible until project completion • Bold and legible lettering

Additional Requirements for Specific Project Types



FAQs

- ❖ **Q** When do these new regulations take effect?
A The regulations are effective from the notification date, 14th March, 2024.
- ❖ **Q** What happens if I don't update my social media content within 15 days?
A You may face penalties under relevant statutory provisions. Update your content immediately.
- ❖ **Q** Do I need a new display board for an ongoing project?
A Yes, ensure your display board meets the new size and information requirements.

Key Takeaways



- 🔑 **Obtain RERA registration before any project advertising.**
- 🔑 **Implement QR codes and clear registration / exemption information in all promotions.**
- 🔑 **Update social media content immediately to avoid penalties.**
- 🔑 **Install compliant display boards at all project sites.**
- 🔑 **Regularly update RERA about real estate agent appointments and status.**

Compliance Checklist

For Publishing Advertisements



- Obtain RERA registration before advertising
- Include QR code with RAJRERA registration number and website
- Display registration / exemptions information legibly
- Update all social media content as per amended rules
- Register and update information on real estate agents

For Display Boards



- Erect weatherproof 5'x4' board at project site
- Include all required project and registration/exemption information
- Ensure legibility and visibility throughout project duration
- Add contact information and website of promoter

Don't let these new regulations catch you off guard. Stay ahead of the competition and ensure full compliance by partnering with our expert consultancy team. Contact us today for a comprehensive RERA compliance assessment!

About KCAPL

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