



A REAL ESTATE REGULATORY AUTHORITY

Block-A1,3rd Floor, Toshali Bhawan, Satya Nagar, Bhubaneswar-751007

No. 2132 /ORERA
ESH-10/2019

Dated 27.7.2021

Subject : Operational Guidelines for Advertisement of RERA Registered Projects.

Section 11(2) of R.E.(R&D)Act,2016 provides that the advertisement or prospectus issued or published by the promoter shall mention prominently the website address of the Authority, wherein all details of the registered project have been entered and include the registration number obtained from the Authority and such other matters incidental thereto.

In order to provide necessary guidance to promoters of Real Estate Projects for advertising their projects in different media platforms including electronic and digital media, the following instructions are issued.

1. Newspaper – Printed and e.paper:

Advertisements in newspaper either in printed papers or in e.papers or website advertisement of RERA Registered projects, shall mention the ORERA website address as www.rera.odisha.gov.in and the RERA registration number as indicated in Registration certificate issued by the Authority for such project.

2. Promotional Brochures and leaflets : All printed brochures and leaflets shall contain prominently the ORERA website address and project registration number in bold.

P.T.O.

3. Outdoor Publicity :

Large size outdoor publicity Billboards and hoardings should prominently contain ORERA website address and project registration number in such a way in which it is easily readable with bare eyes by the viewers.

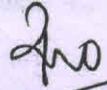
In case of small size hoardings on road divider and street Light Poles it should contain RERA Registration Number along with RERA website address in a visible manner.

4. Audio-Visual Media :

Any advertisement on TV, Radio or digital media shall mention RERA Registration number in a clearly Audible manner along with mention of the ORERA website address. This shall also apply to all Audio-Visual media like Radio, TV, Video clips, Audio clips, media streaming, digital media content etc.

These instructions are issued under Section 37 of RE(R&D)Act,2016. All promoters of a Registered Real Estate Projects shall ensure that above directions are complied with and non-compliance of these instructions will invite penal action under RE(R&D) Act,2016 and Rules made thereunder.

By order of the Authority


Secretary, 27.07.2024