**BEFORE TELANGANA REAL ESTATE REGULATORY AUTHORITY**
[Under the Real Estate (Regulation and Development) Act, 2016]

**SUO MOTU CASE NO. 1965/2025**
**Date: 10th November 2026**

**Quorum:** **Sri. K.S. Sreenivasa Raju, I.A.S., (Retd.), Hon'ble Chairman**
**Sri Laxmi Narayana Jannu, Hon'ble Member**
**Sri K. Srinivasa Rao, Hon'ble Member**

M/s Sri Sreenivasa Infra
Rep. by Rohan Mandadi
DSR Signature Building,
Road No:10, Avenue 4, Kakatiya Hills,
Madhapur, Hyderabad, Telangana- 500081.

**…PROMOTER/RESPONDENT**

**ORDER**

The present Suo Motu proceedings have been initiated by the Telangana Real Estate Regulatory Authority (hereinafter referred to as "the Authority") in exercise of the powers conferred under Section 35(1) of the Real Estate (Regulation and Development) Act, 2016 (hereinafter referred to as "the RE(R&D) Act, 2016"), based on the material relating to the alleged advertisement, marketing and offering for sale of flats in the project titled "Fortune Grande", situated at Neopolis, Kokapet, Ranga Reddy District, by M/s. Sri Sreenivasa Constructions @ M/s. Sri Sreenivasa Infra, without obtaining the mandatory registration under the provisions of the RE(R&D) Act, 2016.

2. The material placed before this Authority indicated that the Respondent had allegedly advertised, marketed and invited prospective purchasers to purchase flats in the project titled "Fortune Grande" through brochures, social media platforms and the website www.sreesrinivasa.com, without obtaining the mandatory registration under Section 3(1) of the RE(R&D) Act, 2016. Accordingly, the issue for consideration was whether the Respondent had undertaken or authorised such promotional activities in respect of the said project in contravention of the provisions of the Act.

3. In view of the material available on record, this Authority issued Show Cause Notice No. D6/1965/2025 dated 30.06.2025, calling upon the Respondent to submit its explanation regarding the alleged violation of Sections 3(1) and 4(1) of the RE(R&D) Act, 2016, in connection with the advertisement and marketing of the project "Fortune Grande" without obtaining the mandatory registration from the Authority.

4. In response to the Show Cause Notice, the Managing Partner of M/s. Sri Sreenivasa Infra submitted a written explanation dated 18.08.2025, denying the allegations and contending

that the project titled “Fortune Grande” did not belong to or was not promoted or developed by their firm. The Respondent clarified that the project associated with its firm was titled “Fortune Suraj Bhan Grande”, which is registered with registration number P02400010031, and categorically denied having advertised, marketed or offered for sale flats in the project referred to in the Show Cause Notice.

5. The Respondent submitted that, upon receipt of the Show Cause Notice, an internal inquiry was conducted, and it was found that certain agents had allegedly promoted the project in the name of the firm without its authorisation. The Respondent submitted that immediate corrective action had been taken by issuing warnings to the individuals concerned and removing the promotional content from digital platforms and social media. On the basis of the said submissions, the Respondent requested the Authority to drop the proceedings initiated against it.

6. Upon examination of the explanation submitted by the Respondent, it was observed that, while the Respondent denied any connection with the project “Fortune Grande”, it also stated that certain third parties had promoted the project in its name without authorisation. The Respondent had not furnished substantive documentary evidence establishing the identity of the persons allegedly responsible for such promotional activities or the specific corrective action taken against them. Accordingly, the Authority considered it necessary to afford the Respondent a further opportunity to clarify its stand and substantiate its contentions.

7. The matter was thereafter taken up for hearing on multiple occasions. During the proceedings, the Respondent, through its counsel, filed a memo dated 01.10.2026 and advanced oral arguments, reiterating that the project “Fortune Grande” was neither owned, developed, promoted nor undertaken by M/s. Sri Sreenivasa Infra. The Respondent further contended that neither the firm nor its partners, employees, representatives or business associates had advertised or marketed the said project and that any promotional material circulated through WhatsApp or other digital platforms was without its knowledge, consent or authorisation.

8. The Respondent further submitted in its memo dated 01.10.2026 that, immediately upon coming to know of the alleged unauthorised use of its name and/or association with the said project, it had acted bona fide and with due diligence by approaching the Cyber Crime Department in respect of the unauthorised promotions and circulation of such material. The Respondent submitted that, upon verification and inquiry into the source of the alleged promotions, the Department informed that the material appeared to have been circulated through WhatsApp and was not available on any other digital or social media platforms, thereby making it difficult to trace the original source or the person responsible for such

circulation. The Respondent, through its memo and oral arguments, reiterated its denial of involvement in the alleged promotional activities and requested this Authority to close the Suo Motu proceedings initiated against it.

***Observations of the Authority:***

9. Upon perusal of the material on record, including the written explanation dated 18.08.2025 submitted by the Respondent, the submissions made during the course of hearings conducted on multiple occasions, and the memo dated 01.10.2026 filed by the Respondent along with the oral arguments advanced on the said date, this Authority has carefully examined the facts and circumstances of the case. It is observed that the Respondent has consistently denied having advertised, marketed or promoted the project titled "Fortune Grande" and submitted that the said project does not belong to or is not developed by its firm. The Respondent has contended that the alleged promotional material was circulated by third parties without its knowledge, consent or authorisation and that the project associated with its firm is titled "Fortune Suraj Bhan Grande".

10. This Authority also notes the submission of the Respondent that, upon becoming aware of the alleged unauthorised use of its name and association with the subject project, it approached the Cyber Crime Department for verification and inquiry into the source of the promotional material. The Respondent submitted that the material appeared to have been circulated through WhatsApp and was not available on other digital or social media platforms, thereby making it difficult to trace the original source or the person responsible for such circulation. The Authority has taken note of the said explanation while considering the Respondent's request for closure of the present proceedings.

11. This Authority takes a serious view of any unauthorised advertisement, marketing or promotional activity undertaken in respect of real estate projects in contravention of the provisions of the RE(R&D) Act, 2016. The Authority reiterates that every Promoter is required to exercise due diligence and remain vigilant to ensure that advertisements and promotional material relating to its project or circulated in its name comply with the statutory requirements. In the event of any unauthorised use of its name, project details or association, the concerned Promoter shall take prompt and appropriate action against the persons responsible and maintain documentary evidence of the steps taken. Mere denial of involvement shall not, by itself, absolve a Promoter of liability where its involvement, authorisation, knowledge or other legally relevant responsibility is established on the basis of the material available on record.

12. The Authority further makes it clear that all Promoters shall ensure that no person acting on their behalf, including their agents, representatives, marketing agencies or other associated persons, undertakes advertisement, marketing or promotional activities in violation of the provisions of the RE(R&D) Act, 2016. Where any such activity comes to the knowledge of a Promoter, the Promoter shall take immediate and appropriate corrective action. Any failure to address such violations, where the facts establish responsibility under the Act, shall be viewed seriously. The Authority cautions that any recurrence of such violations shall invite appropriate proceedings in accordance with law, including the imposition of penalties wherever warranted under the applicable provisions of the Act.

13. In view of the foregoing, and upon consideration of the material available on record, this Authority considers it appropriate to close the present Suo Motu proceedings against the Respondent at this stage. However, such closure shall not be construed as an exemption from compliance with the provisions of the RE(R&D) Act, 2016, or as a general immunity against any future violation established on the basis of relevant evidence. The Respondent is hereby cautioned to exercise due diligence and take appropriate action against any unauthorised promotional activity brought to its notice. All other Promoters are also cautioned to strictly adhere to the statutory requirements and directions issued by this Authority from time to time.

14. Accordingly, the Suo Motu case is closed.

TG RERA
TELANGANA REAL ESTATE REGULATORY AUTHORITY

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| **Sri K. Srinivasa Rao,** | **Sri Laxminarayana Jannu,** | **Sri. K.S. Sreenivasa Raju, I.A.S., (Retd.),** |
| **Hon'ble Member,** | **Hon’ble Member,** | **Hon'ble Chairperson,** |
| **TG RERA** | **TG RERA** | **TG RERA** |