

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

**SUO MOTU CASE NO. D6/6063/2025**

**Date: 4<sup>th</sup> May 2026**

**Quorum:** **Dr. N. Satyanarayana, IAS (Retd.), Hon'ble Chairperson**  
**Sri K. Srinivasa Rao, Hon'ble Member**  
**Sri Laxmi Narayana Jannu, Hon'ble Member**

M/s Prestige Estates Projects Limited,  
Rep. by R. Suresh Kumar, Authorised Signatory,  
Sky One, Wing A, 19th Floor, Prestige Sky Tech,  
Behind Continental Hospital, ISB Road,  
Nanakramguda, Hyderabad - 500032.

**...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"), on the information put up before this Authority that unauthorized advertisements, promotional materials, and marketing representations are being circulated across online platforms, particularly through social media platforms such as Instagram, in respect of a purported real estate project titled "The Prestige Kollur" (also referred to as "Prestige's New Icon") situated at Kollur Village, Ramachandrapuram Mandal, Sangareddy District. The said advertisements purported to project an association with the brand name and trademarks of M/s Prestige Estates Projects Limited (hereinafter referred to as "the Respondent"), despite the said project not having obtained mandatory registration under the provisions of the RE(R&D) Act, 2016.

2. The said material suggest and indicate that the Promoter/ Developer M/s Prestige Estates Projects Limited has been advertising, marketing, selling, offering for sale and inviting prospective purchasers for registering units in the alleged project "The Prestige Kollur" (also referred to as "Prestige's New Icon"), using the Promoter/Respondent's brand name, logo, and goodwill in a manner suggesting official association and endorsement of the said alleged project by it. Such advertisements did not disclose any TG-RERA registration number, nor did they contain details relating to sanctioned plans, approvals, or other statutory compliances as required under the provisions of the RE(R&D) Act, 2016.

3. Hence, this Authority, in exercise of the powers conferred under Section 35(1) of the RE(R&D) Act, 2016, issued Show Cause Notice No. D6/6063/2025 dated 29.12.2025 to the Respondent, directing it to submit an explanation within seven (7) days from the date of receipt of the notice as to why penalty should not be imposed on it under Sections 59 and 60 of the RE(R&D) Act, 2016 for contravention of Sections 3(1) and 4(1) of the RE(R&D) Act, 2016 on account of non-registration of the said project.

4. In response to the Show Cause Notice, the Respondent, M/s Prestige Estates Projects Limited, submitted its reply dated 06.01.2026, stating that it has neither launched nor proposed to launch any such real estate project under the name and style of “The Prestige Kollur” or “Prestige’s New Icon” at Kollur Village, Ramachandrapuram Mandal, Sangareddy District. The Respondent categorically submitted that it does not own any land nor has any development rights in the said Survey Nos. 131/P, 132/P and 133/P, and that no project has been conceived or undertaken by it at the said location.

5. The Respondent further submitted that it has not authorised, either directly or indirectly, any advertisement, marketing, or promotional activity in relation to the said alleged project. It was submitted that the impugned advertisements were circulated by unknown and unauthorised third parties, without its knowledge, consent, or approval, thereby falsely misusing its brand name and goodwill.

6. The Respondent has also submitted that upon receipt of the Show Cause Notice immediately reviewed various online and social media platforms. On such verification, it has discovered that certain unknown persons have been unauthorisedly circulating online advertisements and promotional material falsely claiming that Prestige group has launched or was marketing the said alleged project. It has also undertaken verification and identified instances of misleading advertisements being circulated across digital platforms. In order to address the same, the Respondent lodged a police complaint dated 06.01.2026 before the Kollur Police Station, seeking registration of offences against unknown persons for acts of impersonation, cheating, and misuse of its name and brand identity through electronic means.

7. The Respondent further submitted that, in order to safeguard the interests of the general public and to prevent any potential deception, it has issued public notices in leading newspapers, namely Deccan Chronicle, Times of India, Hindi Milap on 07.01.2026 and Eenadu on 10.01.2026, categorically clarifying that no such project exists and also cautioning prospective purchasers against relying upon such unauthorised advertisements.

8. The Respondent also submitted that it has acted bona fide and in strict compliance with the provisions of the RE(R&D) Act, 2016, and that it has neither advertised nor marketed any unregistered project. The Respondent further expressed its willingness to extend full cooperation to this Authority and to furnish any further information or clarification as may be required.

**OBSERVATIONS OF THIS AUTHORITY:**

9. Upon perusal of the material placed on record, including the written replies dated 06.01.2026 and 17.01.2026 submitted by the Respondent, along with the documents annexed thereto, this Authority has examined the facts and circumstances of the present case. The Respondent has placed on record that it promptly lodged a police complaint dated 06.01.2026 against unknown persons for unauthorised use of its name and brand in connection with the alleged project, and has also issued public notices in widely circulated newspapers cautioning prospective purchasers against such misleading advertisements. These actions, undertaken immediately upon gaining knowledge of the impugned advertisements, demonstrate due diligence on the part of the Respondent and reflect a bona fide effort to safeguard consumer interest and prevent the misuse of its name and brand in the real estate market.

10. This Authority also takes note of the submission of the Respondent that the alleged project “The Prestige Kollur” (also referred to as “Prestige’s New Icon”) has neither been launched nor proposed by it, and that no booking, allotment, sale, or invitation to purchase has been undertaken by it in respect of the said project. The material placed on record further establishes that the Respondent does not own any land nor holds any development rights in the subject Survey Nos. 131/P, 132/P and 133/P of Kollur Village, and that no real estate project has been conceived or undertaken by it at the said location.

11. The Authority observes that the alleged violation has arisen on account of unauthorised and misleading acts of unknown third-party persons/entities, who have misused the name and brand of the Respondent without its knowledge or consent. Upon becoming aware of such acts, the Respondent has taken prompt corrective and preventive measures, including lodging of a police complaint and issuance of public notices cautioning the general public. The conduct of the Respondent, viewed in its entirety, does not disclose any deliberate intent, wilful default, or mala fide attempt to contravene any of the provisions of the RE(R&D) Act, 2016.

12. This Authority further notes that the Respondent has acted in a prompt, bona fide, and responsible manner upon being apprised of the unauthorised activities and has extended full cooperation to this Authority. In view of the foregoing analysis and upon a holistic

consideration of the facts and circumstances of the case, this Authority is of the considered opinion that the Respondent has furnished a satisfactory explanation, duly supported by documentary evidence and subsequent remedial measures. Accordingly, no penalty is warranted under Sections 59 and 60 of the RE(R&D) Act, 2016.

13. Accordingly, the present Suo motu proceedings are hereby closed.

**Sd/-**  
**Sri K. Srinivasa Rao,**  
**Hon'ble Member,**  
**TG RERA**

**Sd/-**  
**Sri Laxmi Narayana Jannu,**  
**Hon'ble Member,**  
**TG RERA**

**Sd/-**  
**Dr. N. Satyanarayana, IAS (Retd.),**  
**Hon'ble Chairperson,**  
**TG RERA**

