

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

SUO MOTU CASE NO. D6/6012/2025

Date: 09th June 2026

Quorum: Sri Laxmi Narayana Jannu, Hon'ble Member
Sri K. Srinivasa Rao, Hon'ble Member

M/s Myron Homes Pvt. Ltd.,
Rep. by Managing Director Dr. M. Yuvaraju Malli and CEO Sri Rajnarayan
Plot No.59, Road No.71, Phase-3,
Film Nagar, Jubilee Hills,
Hyderabad, Telangana State-500096

...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 powers conferred under Section 35(1) of the Real Estate (Regulation and Development) Act, 2016 (hereinafter referred to as "the RE(R&D) Act"), consequent to credible information received by this Authority from multiple sources, including media reportage broadcast across news channels on 19.12.2025, which brought to the notice of this Authority that M/s Myron Homes Private Limited (hereinafter referred to as "the Respondent") was actively advertising, marketing and offering for sale commercial units in a proposed development styled as "Myron Mall" situated at Bachupally Village, Medchal-Malkajgiri District, Hyderabad, without obtaining the mandatory prior registration as required under the provisions of the RE(R&D) Act.

2. Upon verification of records available with this Authority, it was ascertained that no project under the name "Myron Mall" or by any substantially similar nomenclature stood registered with TG-RERA, and that no application seeking registration under Section 4 of the RE(R&D) Act had been submitted by the Respondent in relation to the said proposed commercial development.

3. In the course of preliminary verification, this Authority also obtained and examined a promotional brochure available in the public domain, wherein the proposed development was described as "Proposed Commercial Building at Bachupally by Myron Homes." A careful perusal of the said brochure disclosed elaborate details pertaining to the proposed commercial development, including location particulars, floor-wise configurations, project specifications, commercial space layouts and indicative pricing

information. The contents of the brochure prima facie disclosed systematic and commercially oriented promotional activity attributable to the Respondent.

4. In view of the aforesaid material indicating advertisement, promotion and marketing of a real estate project without registration, this Authority issued Show Cause Notice vide Rc. No. D6/6012/2025/TGRERA dated 20.12.2025, calling upon the Respondent to show cause as to why action should not be initiated under the provisions of the RE(R&D) Act for undertaking promotional activities in respect of an unregistered real estate project in violation of Sections 3 and 4 thereof.

5. In response to the Show Cause Notice, the Respondent, through its Authorised Signatory Sri K. Venu Goud, submitted a reply dated 27.12.2025 denying the allegations levelled therein. The Respondent contended that it had never advertised, marketed, sold or offered for sale any project without obtaining the requisite approvals and registrations under the Act, and further submitted that no project under the name "Myron Mall" had ever been conceived, proposed or launched by the Respondent.

6. The Respondent further submitted that it was only at the stage of contemplating development activity over certain lands situated at Bachupally Village, and that an application seeking development permission had been submitted before the Hyderabad Metropolitan Development Authority through the BuildNow Portal vide File No.010493/HMDA/03073/SWBP/MDL1/2025. The Respondent assured this Authority that no advertisement, marketing, booking or sale activity would be undertaken unless and until all requisite approvals were obtained and the project was duly registered under the Act.

7. Upon consideration of the reply, this Authority deemed it appropriate to afford an opportunity of personal hearing and accordingly issued Hearing Notice dated 13.01.2026 directing the Respondent to appear before the Authority on 27.01.2026 along with all supporting documents.

8. The matter was taken up for hearing on 27.01.2026. On the said date, the Respondent appeared through its authorised representative and placed on record a Board Resolution dated 21.01.2026 passed by the Board of Directors of M/s Myron Homes Private Limited, authorising Sri Katam Venu Goud to represent the company in the present proceedings. The Respondent sought time to place additional documents and submissions on record, and accordingly the matter was adjourned.

9. Thereafter, the matter was taken up for hearing on 03.02.2026. During the course of the said hearing, the Respondent produced a copy of the resignation letter submitted by Sri Rajnarayan, Chief Executive Officer of the company, wherein he had tendered his resignation with effect from 26.11.2025 citing age-related and health concerns.

10. During the said hearing, the Respondent reiterated that it had no knowledge regarding the alleged promotional material and advertisements relied upon by this Authority and denied any involvement in the preparation, publication or circulation of the same. It was further contended that the company had neither authorised nor issued any advertisement relating to the alleged project and therefore no violation of the provisions of the Act could be attributed to it. Upon conclusion of the hearing, the matter was reserved for orders.

11. Thereafter, the Respondent filed an Interlocutory Application dated 01.04.2026 seeking reopening of the proceedings and permission to place additional submissions and documents on record. The said application was supported by an affidavit sworn by Sri K. Venu Goud, Authorised Representative of the Respondent Company, and was presented through learned counsel Sri K. Sasanka Srinivasa Madhav, Sri K. Sandeep Madhav, Sri K. Rakesh Madhav and Sri K. Ravi Tej.

12. In the said application, the Respondent reiterated its earlier stand that the company had neither advertised, marketed, sold nor offered for sale any project without obtaining the requisite statutory approvals and registration under the Act. The Respondent once again asserted that there was neither any proposal nor any decision of the company to launch a project under the name "Myron Mall", and that it was only pursuing approval processes before the competent planning authorities in respect of a proposed development at Bachupally.

13. The Respondent specifically submitted that the company had no knowledge regarding the origin, preparation or dissemination of the brochure and promotional material relied upon by this Authority, and that the same had not been issued with its approval, consent or authorisation.

14. The Respondent further submitted that during the pendency of the proceedings, an official associated with this Authority had allegedly participated in a media interaction wherein observations were stated to have been made regarding imposition of penalty in the present matter. According to the Respondent, such statements created an apprehension that the proceedings had been prejudged. The Respondent therefore sought reopening of the matter and an opportunity to place additional explanations, clarifications and supporting documents on record.

15. The Respondent submitted that the principles of natural justice required consideration of all relevant facts, documents and explanations before passing any adverse order, and accordingly prayed that the proceedings be reopened and adjudicated after taking into consideration the additional material proposed to be filed by it.

16. Having regard to the request made by the Respondent and in order to afford a full and effective opportunity of hearing, this Authority allowed the Interlocutory Application and decided to reopen the proceedings for the limited purpose of receiving additional submissions and documents and to ensure complete compliance with the principles of natural justice.

17. Accordingly, a fresh hearing notice was issued and the matter was taken up for hearing on 09.06.2026. During the said hearing, this Authority furnished to the Respondent copies of all material relied upon by it, including: (i) the promotional brochure downloaded from publicly accessible sources; and (ii) a representation dated 06.03.2026 submitted by Sri Cherukuri Aravind Babu together with supporting documents pertaining to Survey No.83 of Bachupally Village. This Authority also brought to the notice of the Respondent, for the purpose of affording it a full opportunity of response, a document purported to be a Memorandum of Understanding in relation to a proposed commercial development styled as "Myron's Mall & Multiplex" at Bachupally, which had been received by this Authority during the course of the proceedings. The Respondent was afforded an opportunity to examine all the aforesaid material and to place its explanation and objections on record.

18. In the said representation, Sri Cherukuri Aravind Babu sought impleadment in the proceedings and brought to the notice of this Authority various alleged disputes concerning the subject land, including issues relating to title, land ceiling proceedings, pending civil suits, Land Reforms Appeal No.1 of 2021 and W.P. No.7833 of 2025. The Respondent was afforded an opportunity to examine the said material and to place its explanation and objections on record.

19. Pursuant thereto, the Respondent filed additional written submissions reiterating its earlier stand that it had no knowledge regarding the preparation, publication or circulation of the brochure and promotional material relied upon by this Authority. The Respondent further denied execution of, and association with, the Memorandum of Understanding furnished by this Authority, and contended that the said document had not been executed by the Respondent Company.

20. The Respondent also submitted its response to the representation of Sri Cherukuri Aravind Babu, contending that the issues raised therein had already been examined by the competent authorities in connection with the development permission application submitted before HMDA. The Respondent further submitted that the complaint had been examined by the concerned authorities and forwarded to the SGDC (Legal) for remarks, wherein it was observed that the complainant may approach the competent civil court for redressal of his grievances.

21. The Respondent further relied upon the reply furnished by the Additional Collector, Medchal-Malkajgiri District, in relation to File No.010493/HMDA/03073/SWBP/MDL1/2025 dated 02.12.2025, wherein it was stated that Revenue NOC had been issued in respect of the subject land. On the basis of the aforesaid material, the Respondent contended that the proposed development was only at a preliminary stage, that no violation of Sections 3 and 4 of the Act had been committed, and accordingly requested that the proceedings be dropped without initiation of any penal action.

Observations of the Authority:

22. The Authority has carefully considered the Show Cause Notice dated 20.12.2025, the reply dated 27.12.2025 submitted by M/s Myron Homes Private Limited, the Board Resolution dated 21.01.2026, the resignation letter dated 26.11.2025 submitted by Sri Rajnarayan, the media broadcasts aired across news channels on 19.12.2025, the promotional brochure downloaded from publicly accessible sources, the Memorandum of Understanding produced during the proceedings, the additional submissions and documents filed by the Respondent pursuant to reopening of the matter, the oral submissions advanced by the Respondent's authorised representatives and learned counsel during hearings conducted on 27.01.2026, 03.02.2026 and 09.06.2026, and all such other material available on record. The entire conspectus of evidence and material so placed has been examined by this Authority with the care and circumspection that proceedings of this nature demand, particularly having regard to the gravity of the statutory contraventions alleged and the serious implications they carry for the integrity of the regulatory framework enacted by the legislature for the protection of the public.

23. Upon careful scrutiny of the material placed before it, this Authority finds that the promotional brochure relied upon in the present proceedings stands out not as a casual or informal document, but as a structured, comprehensive and commercially instrument of public solicitation. The brochure prominently and unmistakably projects the proposed development as a commercial undertaking of "Myron Homes" at Bachupally and contains elaborate particulars including detailed commercial unit configurations, multi-storeyed floor plans, layout depictions, project specifications, location advantages with connectivity features, amenity highlights and explicit indicative pricing information all constituting the hallmarks of material specifically crafted to generate commercial interest and attract the investment of prospective purchasers.

24. This Authority is firmly of the view that the brochure in question bears none of the attributes of an internal proposal, a preliminary concept note, a feasibility study prepared for the consumption of the promoter's internal management, or a mere expression of intent directed at planning authorities. The

detailed and granular disclosure of commercial specifications, floor-by-floor unit configurations, amenity particulars, layout information and pricing structures can only be rationally understood and appreciated in one light, as promotional and marketing material deliberately designed to be placed in the hands of the public with the object of inviting interest, generating inquiries and soliciting bookings for commercial units in the proposed development. The nature, structure and content of the brochure collectively and conclusively establish that it was prepared, formatted and circulated as promotional and marketing material.

25. The Respondent has sought to contend that no project under the name "Myron Mall" was formally launched and that the company was merely in the process of obtaining statutory approvals from the competent authorities. This Authority is unable to accept the said contention, and rejects it unequivocally. The statutory prohibition contained under Section 3 of the RE(R&D) Act is broad, absolute and unqualified in its operation. It does not hinge upon the formal launch of a project, the specific nomenclature adopted by the promoter for the proposed development, or the stage at which statutory approvals from planning authorities may be awaited. The prohibition becomes operationally activated the moment a promoter advertises, markets, offers for sale, invites bookings or otherwise solicits public participation in any real estate project without having first obtained registration from the Authority as mandated under the RE(R&D) Act. To hold otherwise would be to permit a patent statutory violation to be shielded merely by the characterisation of the development as "proposed", "conceptual" or "under-approval" an interpretation wholly inconsistent with the letter and spirit of the legislation. The legislature, in its wisdom, has left no such window open for evasion.

26. The Respondent has further denied any knowledge of the brochure and promotional material relied upon by this Authority. However, beyond advancing a bare, unqualified and entirely unsubstantiated oral denial, the Respondent has conspicuously failed to place on record any material whatsoever to demonstrate that the brochure was fabricated by a third party, prepared without its knowledge, manipulated, or disseminated without its express or implied authorisation. The Respondent has not produced a single document, contemporaneous communication, internal correspondence, Board minute or any other record that might even remotely corroborate the plea of ignorance raised by it. A bare denial, howsoever emphatically advanced, does not constitute evidence and cannot discharge the burden upon the Respondent to satisfactorily explain documentary material placed on record against it.

27. Significantly, and this is a matter to which this Authority attaches considerable weight, the Respondent has not produced any police complaint, first information report, criminal complaint, legal

notice, cease-and-desist communication, public disclaimer, civil proceeding, injunction application, public clarification, press release or any form of contemporaneous correspondence demonstrating that it had at any point objected to, repudiated, disowned or protested against the promotional material publicly attributed to "Myron Homes." A promoter that is genuinely aggrieved by the unauthorised use of its name and identity in promotional material circulated in the public domain would be expected, as a matter of elementary commercial prudence and corporate responsibility, to respond swiftly and decisively. The complete and conspicuous silence of the Respondent in this regard is not merely unexplained it is telling. In the absence of any such material, the plea of ignorance belatedly raised by the Respondent before this Authority has the unmistakable appearance of an afterthought, fashioned in response to regulatory proceedings, and cannot be countenanced.

28. The Authority further notes that during the hearing conducted on 09.06.2026, a document purported to be a Memorandum of Understanding relating to a proposed commercial development styled as "Myron's Mall & Multiplex" at Bachupally was brought to the notice of the Respondent, and the Respondent was afforded a full opportunity to respond to the same. In its additional written submissions, the Respondent denied execution of the said document and contended that it had not been executed by or on behalf of the Respondent Company. This Authority does not propose to place any reliance upon the said document as a primary basis for its findings in the present proceedings, given that its provenance and execution are disputed. The determination of the present proceedings rests upon the promotional brochure and the media broadcasts, which independently and conclusively establish the Respondent's contravention of Section 3 of the RE(R&D)Act.

29. The Authority further notes that during the hearing on 09.06.2026, a representation submitted by Sri Cherukuri Aravind Babu, together with supporting documents relating to Survey No.83 of Bachupally Village, was placed before the Respondent. The said representation alleged the existence of title disputes, land ceiling proceedings, pending civil litigation and other encumbrances concerning the lands underlying the proposed development.

30. In response, the Respondent submitted that these issues had been examined by the competent authorities while processing the development permission application, and that the complainant's grievances had been appropriately directed to available civil remedies. The Respondent further relied upon the communication of the Additional Collector, Medchal-Malkajgiri District, vide File No.010493/HMDA/03073/SWBP/MDL1/2025 dated 02.12.2025, recording issuance of Revenue NOC in respect of the subject land.

31. This Authority is of the view that the civil and title-related disputes raised by Sri Cherukuri Aravind Babu are not germane to the present enquiry. The limited but cardinal question before this Authority is whether the Respondent had undertaken advertisement, promotion, marketing or sale-related activities in respect of a real estate project without obtaining mandatory registration under the RE(R&D) Act. The existence or otherwise of civil disputes relating to title, land ceiling proceedings or other proprietary claims is wholly distinct from the regulatory question before this Authority and does not, in any manner, diminish, dilute or extinguish the statutory obligations imposed upon a promoter under Section 3 of the RE(R&D) Act

32. The Authority further observes that the resignation letter produced in relation to Sri Rajnarayan merely evidences his cessation from the position of Chief Executive Officer with effect from 26.11.2025. The resignation of an individual officer of the Respondent Company neither disproves the existence of the promotional material, nor displaces the evidence of commercial solicitation, nor does it in any way absolve the Respondent Company of liability for activities undertaken in its name and by its representatives prior to such resignation. The proceedings in the present case are directed against the promoter entity M/s Myron Homes Private Limited as the legal person responsible for the project. Corporate responsibility for regulatory violations attaches to the entity as such and cannot be deflected or avoided by pointing to subsequent changes in management composition or the resignation of individual personnel.

33. This Authority has also carefully examined the grounds urged in the Interlocutory Application dated 01.04.2026. The application was entertained in the interest of ensuring complete justice, and additional opportunity was liberally afforded to the Respondent to supplement its case. Pursuant thereto, further hearings were conducted and additional documents and submissions were received, considered and weighed by this Authority. The apprehension expressed by the Respondent regarding alleged prejudgment of the matter is found to be wholly without foundation. The findings recorded herein are based exclusively and entirely upon the documentary material on record and the submissions advanced during the course of the proceedings. This Authority's conclusions flow naturally, logically and inevitably from the objective evidence placed before it.

34. Upon examination of the additional material filed after reopening of the proceedings, this Authority finds that no document, explanation or rebuttal has been placed on record which is capable of dislodging, displacing or undermining the weight of the documentary evidence relied upon by this Authority namely, the promotional brochure containing detailed commercial specifications, floor-wise

configurations and indicative pricing information, and the contemporaneous media broadcasts reporting the Respondent's marketing activities in relation to the proposed commercial development. The combined effect of this evidence is consistent, coherent and mutually reinforcing. The Respondent's promotional and marketing activities in respect of the unregistered project stand established conclusively upon the record, and no material has been brought forward that could create even a reasonable doubt as to the nature and extent of the contraventions committed.

35. The Authority is satisfied that adequate opportunity was extended to the Respondent at every stage of the proceedings including issuance of Show Cause Notice, conduct of multiple hearings on different dates, furnishing of all relied-upon documents to the Respondent, reopening of proceedings at the Respondent's own request, acceptance of additional submissions and consideration of all explanations and objections placed on record. The requirements of natural justice and fair hearing have been scrupulously complied with.

36. At this juncture, it is apposite to examine the statutory framework within which the Respondent's conduct falls to be considered. Section 2(zn) of the RE(R&D) Act defines a "real estate project" comprehensively to include the development of a building or a building consisting of apartments, or the development of land into plots, for the purpose of selling all or some of the apartments, plots or buildings together with common areas, development works, improvements and appurtenant rights. The proposed commercial development at Bachupally, involving the development of a multi-storeyed commercial complex for the purpose of selling commercial units to members of the public, is, beyond any manner of doubt, a "real estate project" within the meaning of the RE(R&D) Act, and the Respondent unquestionably constitutes a "promoter" as defined under Section 2(zk) thereof.

37. Section 3 of the RE(R&D) Act imposes a categorical, mandatory and unconditional prohibition upon every promoter, no promoter shall advertise, market, book, sell, offer for sale or invite persons to purchase in any manner any apartment, building or unit in any real estate project without first obtaining registration from the Authority. The language employed by the Parliament is deliberately and comprehensively broad it encompasses advertisement, marketing, booking, sale, offer for sale and invitation to purchase, thereby closing every conceivable avenue through which a promoter might seek to generate commercial interest in an unregistered project. The registration mandate is not a procedural formality it is a substantive safeguard enacted for the protection of the public, particularly prospective allottees who invest their savings and trust in real estate projects, and for securing the transparency and accountability that the legislature considered indispensable in this sector.

38. The scheme and legislative intent of the RE(R&D) Act demand strict, rigorous and uncompromising adherence to the registration and disclosure obligations imposed thereunder. The obligation under Section 3 is absolute in character and admits of no exception, no dilution and no deferral on the ground that statutory approvals from planning authorities were pending, that the project had not been given a formal name, or that the scale of marketing was allegedly limited. Any advertisement or marketing activity undertaken in advance of registration whether broad or narrow in reach attracts the full rigour of the prohibition under Section 3.

39. Applying the aforesaid legal framework to the facts established on record, this Authority holds without hesitation or reservation that the Respondent by publishing, causing to be published, circulating, permitting the circulation of, and causing to be broadcast promotional material relating to the proposed commercial development at Bachupally undertook advertisement and marketing activities in respect of a real estate project without obtaining prior registration under the Act. The promotional brochure, with its detailed commercial specifications, floor-wise unit configurations, amenity particulars and explicit indicative pricing, and the contemporaneous media broadcasts disseminating the said promotional content across news channels, collectively constitute a body of evidence that is cogent, consistent and conclusive. The brochure alone by reason of the specificity, structure and commercial orientation of its contents is sufficient to attract the full force of the prohibition under Section 3 of the RE(R&D) Act. Against this weight of evidence, the Respondent's plea that the project was merely at a conceptual or approval stage and had not been formally launched stands wholly unsustainable and is accordingly rejected.

40. For the reasons recorded hereinabove, this Authority holds, unequivocally and upon due consideration of the entire evidence and submissions on record, that the Respondent M/s Myron Homes Private Limited has contravened the provisions of Section 3 of the Real Estate (Regulation and Development) Act, 2016, by advertising and marketing a real estate project without obtaining prior registration from this Authority, and is consequently liable for penal consequences under Section 59 of the RE(R&D) Act.

Directions of the Authority:

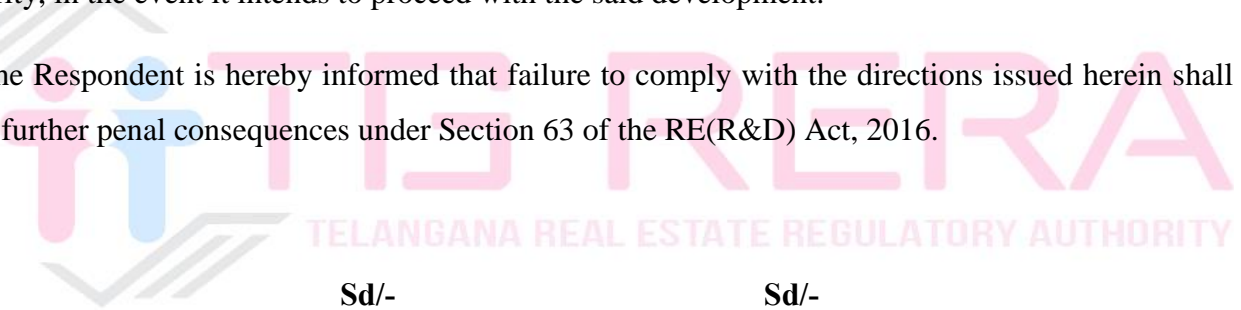
41. In light of the foregoing observations, findings and conclusions, and in exercise of the powers conferred under Sections 35, 37 and 38 of the Real Estate (Regulation and Development) Act, 2016, this Authority hereby issues the following directions:

(a) For violation of Section 3 of the Real Estate (Regulation and Development) Act, 2016, that is, for advertising and marketing a real estate project without obtaining prior mandatory registration, the Respondent is liable for penalty under Section 59 of the Act, and as such, the Respondent is hereby directed to pay a penalty of Rs. 1,14,00,932/- (Rupees One Crore Fourteen Lakhs Nine Hundred Thirty-Two Only) payable within 30 (thirty) days from the date of receipt of this Order, in favour of TGRERA, through Demand Draft or online payment to A/c No. 50100595798191, HDFC Bank, IFSC Code: HDFC0007036.

(b) The Respondent–Promoter is hereby directed not to advertise, market, book, sell or offer for sale, or invite persons to purchase in any manner whatsoever any apartment, building or commercial unit in any proposed real estate project or part thereof, without registering the concerned project with this Authority in accordance with the provisions of the Real Estate (Regulation and Development) Act, 2016.

(c) The Respondent shall initiate necessary steps to obtain requisite approvals from the competent planning and development authorities and shall apply for registration of the concerned project with this Authority, in the event it intends to proceed with the said development.

42. The Respondent is hereby informed that failure to comply with the directions issued herein shall attract further penal consequences under Section 63 of the RE(R&D) Act, 2016.



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

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