

BEFORE TELANGANA REAL ESTATE REGULATORY AUTHORITY

[Under the Real Estate (Regulation and Development) Act, 2016]

SUO MOTU CASE NO. 3084/2025

Date: 25th February 2026

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

M/s Abode Developers,
Plot No.169/32, Citizen Hospital Road Nallgandla,
Bata Show Room Opposite Line,
Serilingampally, Ranga Reddy, 500019.

...PROMOTER/RESPONDENT

ORDER

The present Suo Motu proceedings have been initiated by this 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 “the RE(R&D) Act, 2016”), upon receiving information from the Petitioner, Sri Mir Tauseef Ali, through a representation dated 16.07.2025, wherein he brought to the notice of this Authority that M/s Abode Developers, represented by its Managing Partner Sri G. Rama Charan (hereinafter referred to as “the Respondent”), had been advertising and promoting an upcoming apartment project situated at Kismatpur Village, Gandipet Mandal, Ranga Reddy District, without obtaining mandatory registration of project from TG RERA under the RE(R&D) Act, 2016.

2. The information furnished by the Petitioner discloses that the Respondent was undertaking construction activities and displaying project hoardings at the project site, indicating the development as an “upcoming project”, thereby inviting public attention and interest. The Petitioner, along with the representation, submitted photographic evidence of project hoardings displayed at the site, which clearly indicated the existence and promotion of the said upcoming project.

3. Based on the information and documentary material furnished by the Petitioner, this Authority conducted preliminary verification and ascertained that no real estate project at the aforesaid location was registered with TG RERA as required under Sections 3(1) and 4(1) of the RE(R&D) Act, 2016. It was further confirmed from the records of this Authority that no application for registration of the said project had been approved as on the date of receipt of the complaint.

4. Accordingly, this Authority issued a Show Cause Notice No. D6/3084/2025 dated 25.07.2025 to the Respondent, calling upon him to explain why penal proceedings under Sections 59 and 60 of the RE(R&D) Act, 2016, should not be initiated for undertaking advertising and promotion of an unregistered real estate project without obtaining mandatory registration under the RE(R&D) Act, 2016.

5. In response to the said Show Cause Notice, the Respondent submitted a reply dated 29.08.2025, wherein it was submitted that the project was at a preliminary stage, that no formal sale agreements had been executed, and that no marketing or promotional activities had been undertaken. The Respondent also submitted that steps were being taken to submit an application for registration of the project under Section 4(1) of the RE(R&D) Act, 2016. The Respondent further submitted that they were committed to complying with all provisions of the RE(R&D) Act, 2016.

OBSERVATIONS OF THE AUTHORITY:

6. Upon examination of the material available on record, including the representation submitted by the Petitioner, the photographic evidence of project hoardings produced along with the representation, and the reply furnished by the Respondent dated 29.08.2025, this Authority notes that the Respondent, had engaged in advertising and promotion of an upcoming apartment project situated at Kismatpur Village, Gandipet Mandal, Ranga Reddy District, without obtaining prior registration as mandated under the RE(R&D) Act, 2016.

7. This Authority observes that in the reply dated 29.08.2025, the Respondent contended that the project was at a preliminary stage and that no marketing or promotional activities had been undertaken. However, this explanation is contradicted by the documentary evidence available on record. The photographs submitted by the Petitioner clearly depict project hoardings displayed at the project site, identifying the development as an “upcoming project”. The Respondent has neither disputed the existence of the said hoardings nor furnished any explanation as to the circumstances under which such display was made. In the absence of any rebuttal or material to the contrary, the Respondent’s assertion that no promotional activity was undertaken remains unsupported and cannot be accepted.

8. This Authority notes that the act of displaying project hoardings and representing a real estate development as an “upcoming project” amounts to advertising and promotion within the meaning of Section 2(b) of the RE(R&D) Act, 2016. Such activity, even if characterised by the

Respondent as pre-launch or preliminary in nature, squarely falls within the prohibited acts under Section 3 of the RE(R&D) Act, 2016.

9. This Authority further underscores that the RE(R&D) Act, 2016, does not recognise or permit any form of pre-launch advertising, promotion, or public representation of a real estate project unless the project is duly registered with the Authority. In the present case, the Respondent's act of projecting the development as an upcoming project, prior to obtaining registration approval, constitutes a clear instance of pre-launch promotion without registration, placing the Respondent in direct contravention of Section 3 of the RE(R&D) Act, 2016.

10. Upon cumulative evaluation of the entire material placed before this Authority, it stands clearly established that the Respondent had undertaken pre-launch advertising and promotion of an unregistered real estate project without obtaining the mandatory registration from this Authority, thereby contravening Section 3 of the RE(R&D) Act, 2016, and is consequently liable for imposition of penalty under Section 59 of the RE(R&D) Act, 2016.

DIRECTIONS OF THE AUTHORITY:

11. In the light of the foregoing observations and findings, and in exercise of the powers conferred under Sections 35, 37, and 38 of the RE(R&D) Act, 2016, this Authority hereby issues the following directions:

- a) For violation of Section 3 of the RE(R&D) Act, 2016, i.e., for undertaking pre-launch advertising and promotion of a real estate project without obtaining mandatory registration, the Promoter/Respondent, M/s Abode Developers, represented by its Managing Partner Sri G. Rama Charan, is held liable for penalty under Section 59 of the RE(R&D) Act, 2016. Accordingly, ₹11,76,604/- (Rupees Eleven Lakh Seventy-Six Thousand Six Hundred and Four only) is hereby imposed on the Promoter/Respondent, with a direction to remit the same within 30 days in favour of TGRERA FUND through a Demand Draft or online payment to A/c No. 50100595798191, HDFC Bank, IFSC Code: HDFC0007036.
- b) The Promoter/Respondent is forthwith restrained from advertising, marketing, promoting, booking, selling, offering for sale, inviting persons to purchase, or representing in any manner whatsoever, the real estate project proposed to be developed at Kismatpur Village, Gandipet Mandal, Ranga Reddy District, until such time the

project is duly registered with this Authority and full compliance with the provisions of the RE(R&D) Act, 2016 and the rules and regulations made thereunder is ensured.

- c) The Promoter/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

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

