

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

**SUO MOTU CASE NO. D6/954/2025**

**Date: 14<sup>th</sup> November 2025**

**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 Sri Aditya Kedia Realtors LLP  
Rep. by its partners Jitender Kumar Kedia and Veerapareddy Aditya Reddy,  
H.No. 8-2-332/8/A, Road No.3,  
Near TV9, Aditya House, Banjara Hills,  
Hyderabad - 500034

**...PROMOTER/ RESPONDENT**

Sri Aditya Vantage

**... PROJECT NAME**

**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 "RE(R&D) Act, 2016") after information placed before this Authority indicating that M/s Sri Aditya Kedia Realtors LLP, (hereinafter referred to as "the Respondent") advertising their project 'Sri Aditya Vantage', located in Sy. No. 476/AA1 & 476/AA2, at Manchirevula, Gandipet Mandal, Ranga Reddy District, Telangana- 500089 without displaying the RERA registration number and other permissions issued by competent authorities.

2. On Scrutiny of the contents of the information placed before this Authority, and also as per the information available on the website of this Authority, TG RERA, it has come to light that M/s Sri Aditya Kedia Realtors LLP represented by its partners Jitender Kumar Kedia and Veerapareddy Aditya Reddy had engaged in advertising, marketing, selling, and inviting prospective buyers to purchase flats in the project Sri Aditya Vantage through their Official website [www.adityaluxry.com](http://www.adityaluxry.com) and social media without displaying the RERA Registration No. P02400005533 and other permissions issued by the Competent Authorities, thereby contravening the provision of Section 11(2) of RE(R&D) Act, 2016, which envisages that any advertisement or prospectus issued or published by the promoter shall prominently display the website address of the Authority where all details of the registered project are entered, and must

include the project registration number issued by the Authority. The legislative intent behind this mandate is to ensure transparency and to enable prospective purchasers to make informed decisions before investing their hard-earned money.

3. This Authority, in exercising of powers conferred under Section 35(1) of the RE(R&D) Act, 2016, issued Show Cause Notice No.954/2025 dated 25.04.2025 to Respondent, directing it to submit an explanation within seven days from the date of receipt of the notice, as to why this Authority should not impose a penalty under Section 61 of the RE(R&D) Act, 2016 for contravening Section 11(2) of the RE(R&D) Act, 2016 for advertising/ marketing/inviting persons to purchase flats in its project "Sri Aditya Vantage" without displaying RERA Registration number and other permissions issued by competent Authorities.

4. In response to the Show Cause Notice, the Respondent, M/s. Sri Aditya Kedia Realtors LLP, vide their reply dated 13.05.2025, submitted that the omission of the RERA Registration Number on the official website [www.sriadityaluxury.com](http://www.sriadityaluxury.com) was purely inadvertent and without any mala fide intention. The Respondent also submitted that, upon receipt of the said Show Cause Notice, immediate corrective measures were taken to incorporate the RERA Registration Number P02400005533 prominently on the website, which is evidenced by the screenshot enclosed along with the reply. The Respondent further submitted that the said Registration Number has been duly printed on all project brochures and other promotional materials issued from the inception of the project, thereby indicating that there was no deliberate intention to mislead the prospective purchasers or to contravene any of the provisions of the RE(R&D) Act, 2016.

5. The Respondent further submitted that the said lapse had occurred due to a bona fide and unintentional oversight and expressed regret for the same. The Respondent tendered an apology before this Hon'ble Authority and assured that utmost care and diligence shall be exercised henceforth to ensure strict compliance with all statutory requirements and to prevent such inadvertent errors in the future.

**Observations of the Authority:**

6. Upon perusal of the material available on record, including the Show Cause Notice, the reply submitted by the Respondent, the Authority acknowledges that the Respondent has enclosed proof of incorporation of the RERA Registration No. P02400005533 on all of its

project brochures and other promotional materials from the inception of the project. It appears that the said lapse should have occurred due to an inadvertent oversight and not out of any deliberate or wilful intent. It is observed that the Respondent has taken prompt corrective measures and has printed the registration number correctly and prominently on all of its project brochures. Having acknowledged the error, the Respondent has also tendered an unconditional apology before this Authority. Considering that the lapse to be bona fide and has occurred for the first time, and as also upon perusal of the enclosures of the reply, evidencing proper incorporation of the RERA Registration No. P02400005533. Taking into account the bona fide conduct of the Respondent in promptly rectifying the lapse upon issuance of the Show Cause notice and expressing genuine remorse, the Authority considers it appropriate to adopt a lenient approach in this manner. Accordingly, no penalty is imposed against the Respondent under Section 61 of the RE(R&D) Act, 2016.

8. However, the Respondent/Promoter and all other Promoters are hereby cautioned to strictly adhere to all directions and instructions issued by this Authority vide Public Notice dated 17.05.2024, which mandates that every advertisement of a real estate project published through any medium, including print, electronic, hoardings, prospectus, FM radio, or SMS, shall prominently display the Competent Authority's Project Permit Number, RERA Registration Number, and the official TG RERA website URL (<https://rera.telangana.gov.in>) on the top right corner of the advertisement, in a font size equal to or larger than the font used for the project contact details and address. Compliance with this requirement is fundamental to ensuring transparency and protecting the interests of allottees by enabling them to access accurate and verifiable project information before making any investment decision. Any deviation or failure to adhere to these directions and statutory provisions in future shall be viewed seriously and will attract appropriate action under the relevant penal provisions of the RE(R&D) Act, 2016.

9. Accordingly, the Suo-motu case is 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**