

**BEFORE TELANGANA REAL ESTATE REGULATORY AUTHORITY**

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

**Date: 18<sup>th</sup> February, 2026**

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

**COMPLAINT NO. 425/2025/TGRERA  
COMPLAINT NO. 426/2025/TGRERA  
COMPLAINT NO. 427/2025/TGRERA  
COMPLAINT NO. 428/2025/TGRERA**

**Shankar Sirisha R & Anr  
Shaik Ambani  
Mr.N Balaji  
Madhu Murhty S**

*...Complainant*

*Versus*

**M/s Pranith Koncepts Private Ltd rep by its Director, Sri P N Suresh  
Pranith Koncepts Ambience  
M/s Pranith Koncpets and Developers LLP**

*...Respondents*

**INTERIM ORDER**

The present Complaint has been filed by the Complainant under Section 31 of the Real Estate (Regulation & Development) Act, 2016 (hereinafter referred to as the "RE(R&D) Act") read with Rule 34(1) of the Telangana Real Estate (Regulation and Development) Rules, 2017 (hereinafter referred to as the "Rules").

2. These complaints pertain to the same project "Pranith Koncepts Ambience" registered with this Authority vide Registration No. P02400006122.

3. Since identical issues arise in all the above complaints, involving common questions of fact and law and the same Respondent, this Authority deems it appropriate to dispose of the present stage of proceedings by way of this Common Interim Order.

***A. Brief facts of the case as per Form M submitted by the Complainant.***

4. The Complainants in the above matters are allottees of flats in the project "Pranith Koncepts Ambience". Agreements of Sale were executed between the years 2022–2023 and the

respective Sale Deeds were registered. Substantial consideration amounts have been paid by the Complainants, and most of them are servicing housing loans by way of Pre-EMIs and EMIs.

5. It is the consistent grievance of the Complainants that though the project is registered only in respect of Blocks A, C and D, the construction has not progressed beyond structural stage and repeated assurances given by the Respondent regarding delivery by December 2024 have not been fulfilled.

6. It is further alleged that the Respondent has undertaken marketing, selling and offering for sale in respect of Blocks B, E, F and G, and additional floors, which are not covered under Registration No. P02400006122.

7. It is also brought on record that a Show Cause Notice has been issued for unauthorized construction, execution of Agreements of Sale prior to registration and sale of unregistered blocks.

8. The Registration Certificate bearing No. P02400006122 clearly reflects that registration is granted only in respect of Blocks A, C and D of the project.

9. Section 3(1) of the Real Estate (Regulation and Development) Act, 2016 mandates in unequivocal terms that:

*“No promoter shall advertise, market, book, sell or offer for sale, or invite persons to purchase in any manner any plot, apartment or building, as the case may be, in any real estate project or part of it, in any planning area, without registering the real estate project with the Real Estate Regulatory Authority established under this Act.”*

10. The language employed by the Legislature is prohibitory and absolute in nature. The expression “no promoter shall” clearly denotes a statutory embargo, and the prohibition extends not merely to sale but even to advertisement, marketing, booking or invitation to purchase.

11. In the present case, the Registration Certificate bearing No. P02400006122 covers only Blocks A, C and D. Therefore, any act of advertising, marketing, booking, selling, offering for sale or inviting persons to purchase in respect of Blocks B, E, F and G, which are not covered under the said registration, would prima facie fall within the mischief of Section 3(1) of the RE(R&D) Act.

12. Such violation, if established, attracts penal consequences under Section 59 of the RE(R&D) Act, which provides for imposition of penalty for contravention of Section 3, including

monetary penalty up to ten per cent of the estimated cost of the real estate project and, in case of continued default, further consequences as contemplated therein.

13. Accordingly, this Authority is satisfied that a prima facie case exists for examining contravention of Section 3(1) read with Section 59 of the RE(R&D) Act in respect of the unregistered blocks.

14. At this stage, upon consideration of the material placed before it, this Authority records the following prima facie findings:

- a) The project stands registered only for Blocks A, C and D.
- b) There are serious allegations of marketing and selling in respect of unregistered Blocks B, E, F and G.
- c) There is delay in progress of construction even in the registered blocks.
- d) The Respondent has not facilitated formation of Association of Allottees, as mandated under Section 11(4)(e) of the Act.

15. The object of the RE(R&D) Act is to ensure transparency, financial discipline and protection of homebuyers. Any continued marketing of unregistered portions of the project would defeat the very purpose of the RE(R&D) Act.

16. In view of the seriousness of the allegations and in order to prevent further statutory violations, this Authority finds it necessary to exercise its powers under Section 36 of the RE(R&D) Act.

17. Accordingly, pending final adjudication of the complaints, this Authority hereby directs as follows:

- A. The Respondent, M/s. Pranith Concepts Pvt. Ltd., its Directors, employees, agents, marketing agencies or any person acting on its behalf, are hereby restrained from marketing, advertising, selling, offering for sale, booking or Inviting persons to purchase or collecting any amount in respect of Blocks B, E, F and G, or any additional floors not covered under Registration No. P02400006122, until separate registration is obtained under the RE(R&D) Act.
- B. TG RERA Secretary is directed to initiate steps for imposition of penalty under Section 59 and other applicable provisions of the RE(R&D) Act for alleged violation of Section 3 and 4 in respect of unregistered blocks.
- C. The Respondent shall file within two (2) weeks:
  - i. Updated stage-wise construction report of Blocks A, C and D,

- ii. Financial utilization statement as mandated under Section 4(2)(1)(D),
- iii. Revised timeline for completion, duly supported by an affidavit.

D. The material placed before this Authority prima facie indicates that the Respondent–Promoter has failed to take effective steps for enabling the formation of the Association of Allottees, as mandated under Section 11(4)(e) of the Real Estate (Regulation and Development) Act, 2016, which casts a statutory obligation upon the promoter to enable the formation of an association, society or cooperative society of the allottees within the prescribed time. In view thereof, and in order to safeguard the collective interests of the allottees, the Allottees are hereby permitted and directed to initiate steps for formation of the Association of Allottees in accordance with the applicable laws. The Respondent Promoter shall extend full cooperation and shall furnish all necessary documents, including the list of allottees and relevant project details, without obstruction or delay.

18. This interim order shall operate until further orders or until registration of the project with this Authority

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

**Sd/-**  
**Sri. Laxmi NaryanaJannu,**  
**Hon'ble Member**  
**TG RERA**

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

**TELANGANA REAL ESTATE REGULATORY AUTHORITY**