

PROCEEDINGS OF THE TELANGANA REAL ESTATE REGULATORY
AUTHORITY, HYDERABAD

PRESENT: Dr. D. SRINIVAS REDDY, M.Sc., Ph.D. Secretary

D6/ 2031/TG RERA/2025

Dated: 07.07.2025

Sub: - TGRERA- Guidelines for releasing of advertisements of Real Estate
Project in print and Electronic Media- issued - Regarding.

Ref: 1. Regulation 6(3) of the Telangana State Real Estate Regulatory
Authority (General) Regulations, 2023

2. Note orders of the Hon'ble Authority dated: 07.07/2025

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ORDER: -

It has come to the notice of the Authority that some Real Estate Projects are being marketed through print and electronic media, Digital media and Online platform in the manner that contravenes the provisions of Real Estate (Regulation and Development) Act, 2016, (herein after called as "Act") particularly sections 3(1) and 11(2) of Act. The Authority is statutorily entrusted with the mandate to regulate and promote the real estate sector in the state of Telangana and to safeguard the interest of allottees, while also promoting transparency and accountability among promoters and real estate agent.

2. In exercise of the powers conferred under section 37 of the Act and in the interest of the Allottees and Real Estate Sector, the Authority has prescribed the following guidelines regarding releasing of advertisement in social media or in any other print, electronic media in addition to Regulation **6(3)** of the Telangana State Real Estate Regulatory Authority (General) Regulations, 2023.

i. Newspapers and Magazines:

All advertisements in the newspapers and magazines (print media) or website advertisement must contain the TGRERA registration number as given in Form-C, permissions issued by competent Authorities and website address of the Authority. The TGRERA registration number and website address shall be displayed at the "TOP RIGHT CORNER" of the

advertisement as shown below with font size *equal or larger than the font size used for the project contact details and address of the advertisement*:

Layout /Building/Permission No----- (HMDA/GHMC/DTCP/GP etc
TG RERA REGISTRATION No.----- Website: https://rera.telangana.gov.in

Further, if the advertisement is more than one page, the above details shall be mentioned in every page.

ii. Brochures and leaflets:

All paper print brochures, leaflets and flyers must contain TG RERA registration number as given in Form-C, permissions issued by competent Authorities and website address of the Authority. The size of the lettering and numbering used for this is equal or larger than the font size used for the project contact details and address of the advertisement.

iii. Outdoor publicity:

All Outdoor publicity boards and hoardings including small size hoardings such as on road divider, on street light poles, advertisement on the buses, vehicles and bus shelters etc, must contain website address of the Authority and TG RERA registration number given in Form-C, permissions of Competent Authorities and RERA website address . As applicable for printed newspaper advertisements, these details shall be displayed at the "TOP RIGHT" corner of the hoarding/board. The font size equal or larger than the font size used for the project contact details and address of the advertisement.

iv. Electronic Media:

Every advertisement in audio visual or audio media shall mention the RERA registration number, website address of the Authority in slow pace. This will apply to all audio-visual media like TV, Video clips, audio clips in radio, media streaming and digital media content.

v. Social media:

All communications of the promoter's project on Facebook, Twitter, Instagram or Linked in pages shall mention the RERA registration number and the link of the TG RERA website.

- vi. The online property sites (The websites which are advertising, facilitating or promoting sale of real estate projects in any manner) shall not advertise any real estate project without TGRERA registration number of Form-C, Permissions issued by competent authorities and Authority's website address.
- vii. a) No disclaimer clause should be mentioned in the advertisement, such as terms and conditions apply.
 - b) The advertisement must contain the promoter's name, office address and contact details.
 - c) The location of the project as given in the approved plan should be mentioned in the advertisement. If the promoter wishes to mention the nearby landmark, the distance of the project site from such landmark by the most commonly used route shall be mentioned. Travel time to the project site from such landmark shall not be mentioned as it varies depending on the traffic conditions.
 - d) Amenities as promised in the Agreement/Brochure should be clearly Indicated in the advertisement. The mere number of amenities, such as 100 + amenities, shall not be mentioned.
 - e) Wherever RERA registration is not applicable, it should be clearly mentioned. in the advertisement with reasons.

3. All promoters shall ensure strict compliance of these guidelines failing which action will be proceeded under Section 61 and 63 of Act.
4. All media houses shall ensure strict compliance of the above direction and non-compliance will be reported to the Ministry of Information and Broadcasting as well as concerned media regulatory bodies for appropriate action. In case of violation of these directions, TGRERA will take suitable penal action against the errant media house".

(This has got the approval of the Authority)

-Sd/-
Secretary
TGRERA.