

The Real Estate (Regulation and Development) Act, 2016 casts an obligation on the promoter regarding the veracity of the advertisement. Therefore the following points shall be considered for an advertisement/brochure to be RERA compliant-

- 1. The RERA Registration No. UPRERAPRJ646361/07/2024 of the project and the authority's Website address (<https://www.up-rera.in>) shall be mentioned prominently in the top right corner of all promotional material.**
- 2. Use a big, readable font and colour to enhance readability and comprehension. Please ensure all information is clear, including key project details and disclaimers.**
- 3. Details of the Collection Account of the project to be published in every advertisement, prospectus, brochure, hoarding, allotment letter, and ATS for the project.**
- 4. The QR code given on the RERA Portal should be included in all advertisements across different platforms such as print, electronic, and social media along with the RERA registration number of the project and the Authority's website address. It should also be printed in brochures, application forms, allotment letters, and EBAs, etc.**
- 5. Promoters are advised against making unrealistic promises or offering extravagant freebies such as "free Goa trip", "chance to win a car", "free registry", etc in any advertisement material.**
- 6. The promoter must frame the registration certificate of the project and put it in all offices such as the site office, corporate office, registered office etc. at a prominent place.**
- 7. Proper disclaimer related to images, specifications etc should be provided. Suggestive disclaimers which can be included in the brochure:-**

- The images/Facilities shown above are only representational and informative. Information, images, and visuals are only indicative of the envisaged developments and the same are subject to change in actual as per approvals. The views shown in the pictures may vary over the period of time and does not guarantee the same. All intending purchaser(s) are bound to inspect all plans and approvals and visit the project site and apprise themselves of all plans and approvals and other relevant information obtained from time to time from respective authority. The promoter holds no responsibility for its accuracy and shall not be liable to any intending purchaser or anyone for the changes/ alterations/ improvements so made.
- The visual representation shown in this brochure is purely conceptual and not a legal offering. All images, plans, specifications, site plan, layout plans etc are tentative and subject to variation and modification by the company or the competent authorities sanctioning plans.
- Artistic impression
- The project specifications are only indicative & some of these may be changed in consultation with the Architect or equivalent may be provided at the sole discretion of the Company
- Visual representations shown in this brochure are purely conceptual. Elevations, Specifications, Site plans etc of the township are tentative and subject to variation and modification by the company at its sole discretion.



Celebrating 40 Years of Excellence!

Dear Sir/Ma'am,

With reference to our new project registration "Paloma-The Grandeur", we shall have to be RERA compliant at all stages of the tenure of the projects till the completion date. Thus, kindly consider the following for RERA Compliance of the projects -

1. Preparation of a RERA File of the projects to be maintained at site office and Corporate Office/Marketing Office. List of documents to be maintained in RERA file-
  1. RERA Registration Certificate of the projects
  2. Sanctioned Plans, Layout plans and other plans
  3. Drawings and Specifications
  4. NOC's from various departments (as applicable)
  5. Brochure
  6. Price list
  7. Draft of Application form
  8. Draft of Allotment Letter/ Intimation of Allotment
  9. Proforma of Payment Acknowledgements
  10. Draft of Agreement for sale
  11. Proposed Site Photographs
  12. Status of the stage-wise completion of the Project including civic infrastructure and other amenities
13. Format of Letters of consent from allottees (if any)
2. Ensure that information contained in brochure, prospectus or any other mode of advertisement are true, fair and correct and prominently mention the website address of the Authority ([www.up-rera.in](http://www.up-rera.in)) and RERA registration number of the project on TOP RIGHT Corner.
3. Do not accept more than 10% of the amount from the allottee without entering into an agreement for sale (AFS) and register the same.
4. 70% of the amount received from allottees shall be deposited in a separate RERA Designated Account and shall be withdrawn only after obtaining a Certificate from Architect, Engineer and Chartered Accountant in practice.
5. Submission of Quarterly Updates within 15 days from the end of each quarter.
6. Ensure to get the accounts audited within six months after the end of every financial year.
7. If any sale of apartments in the said project is being made through any Agent(s), please ensure that such agent(s) have valid RERA Agent Registration certificate. In case of non-compliance, a huge penalty may be imposed on the promoter.
8. If point (7) above is applicable, please ensure that the biller name on the invoice of "Agent" must match the name mentioned on the Agent Registration certificate.
9. In case of any alteration in sanctioned maps prior written consent of allottees is required to be obtained, in case of any change in planning kindly discuss.



Dear Sir/Ma'am,

As the subject suggests the procedure for taking a booking in a RERA registered project will be as follows;

1. Firstly an **application form/Booking form** will be executed on the company's letterhead;
2. Afterwards **allotment letter** will be issued and 1st instalment (**not more than 10%**) will be collected from the customer;
3. Before asking for the 2nd instalment (i.e. the amount of more than 10%) execution and registration of the Agreement to sell as prescribed by RERA is compulsory (**section 13**). For the same, A request letter (**ATS Registration request/Intimation letter**) asking them to come and execute/register ATS has been mailed or couriered to all the allottees **along with the draft copy of ATS;**
4. We will execute and register the ATS whosoever comes voluntarily on receipt of the said letter;
5. After the timeline in the above request letter lapsed, a reminder letter (**Reminder for ATS Registration**) has to be mailed or couriered to all the allottees again. *(Please note that you may send 2-3 reminders as per your choice);*
6. Now if the allottee doesn't wish to register the ATS, we cancel the unit and refund the amount as binding clause;
7. Please also take a consent letter from allottees U/S 14 to modify the sanctioned plans/layout and specifications if needed.

The documents mentioned above are attached herewith to this email.

Thanks & Regards  
CA Deepak Agarwal  
B. Com, ACA

Partner: RERA & Taxation  
deepak@rngca.com | +91 93588-12007

Ramanand Goyal & Co., Chartered Accountants  
Jaipur | New Delhi | Lucknow | Bhubaneshwar | Gurugram

