

भू-सम्पदाविनियामकप्राधिकरण
(REAL ESTATE REGULATORY AUTHORITY, BIHAR)

चौथा / छठातल्ला, बिहारराज्य भवननिर्माणनिगमलिमिटेड, मुख्यालय भवन, परिसर
शास्त्रीनगर, पटना-800023

Patna, dated:- २५-२-२५

O.O No.- 70

Office Order

Subject: Display of QR Code in advertisements&prospectus etc. by Promoters and Real Estate Agents registered with Real Estate Regulatory Authority (RERA), Bihar.

Whereas Section 11 (2) of the Real Estate (Regulation and Development) Act, 2016. stipulates that the advertisement or prospectus issued or published by a promoter shall mention prominently the website address of the Authority, wherein all details of registered project have been entered and include the registration number obtained from the Authority and such other matters incidental thereto, and

Whereas Section 37 of the Real Estate (Regulation and Development) Act, 2016, the Real Estate Regulatory Authority (RERA), Bihar has vested powers in the Authority to issues directions to promoters, real estate agents and allottees from time to time as it may consider necessary and such directions shall be binding on all concerned, and

Whereas the Authority has provided QR codes to all the registered real estate projectsto help prospective home/plot/shop buyers to get project related information easily so that buyers can make informed decisions, therefore,

In view of the above, the following directions with regard to QR codes are being issued for promoters and real estate agents:

- a. The promoter shall prominently display QR code of registered project in:
 - (i) Advertisements to be published in Newspapers, online and offline platforms
 - (ii) Social Media advertisements and campaigns
 - (iii) All other promotional materials
 - (iv) Website/webpage of project
 - (v) Prospectus/Brochure of the real estate project
 - (vi) Booking form of the project
 - (vii) Allotment letters issued to the allottees
 - (viii) On Display Boards to be erected at the project site.
 - (ix) The font size of the website address and registration number should not be less than that of the running text of the advertisement or prospectus or webpage of the project, or allotment letters issues to allottees or the display boards to be erected on project site and other matters incidental thereto.
 - (x) The QR code must be published beside the project registration number and the website address and its size should be conspicuous and readable through QR code scanner.

R/S
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- b. The real estate agent, facilitating sale of any apartment, plot, office space, shops or building etc. in any real estate project would provide details related to the project along with its registration certificate and QR code to the buyer.

Failure to comply with the directions shall be construed as violation of Section 11 (2) and Section 37 and would attract penal action, under Section 61 in case of promoters and under Section 65 in case of real estate agents.

The Order is being issued with the approval of the Competent Authority and shall come in to force with effect from 1.3.2025.

Memo No:- RERA/Reg./Misc./04/2025/426

Patna. dated:- 25.2.25

Secretary

Copy to:-

1. Chairman Cell
2. All the Officers/Staff concerned.

Secretary