

**Tamil Nadu Real Estate Regulatory Authority,
Chennai – 600102.**

C I R C U L A R

Circular No.TNRERA/A3/1483/2026

Dated:24.06.2026

Sub: TNRERA – Release of advertisement and promotion of Real Estate projects in print, electronic and social media – violation of the directions of the Authority – Categorisation of violations as “major” and “minor” for levy of penalty – Regarding.

Ref: 1.Proceedings No.TNRERA/A3/1840/2026-1, dated 16.06.2026.
2. Authority’s resolution dated 09.04.2026, 24.04.2026, 29.05.2026 and 18.06.2026.

In the reference 1st cited, the Authority has issued certain directions to the promoters of real estate project and other stakeholders regarding advertisement and promotion of real estate projects in print, electronic and social media.

2. In the reference 2nd cited, the Authority has decided to fix the quantum of penalty for various violations by categorizing the violation as “major” and “minor”.

3. Accordingly, the various violations of the directions issued by the Authority in the reference 1st cited are categorized as “major” and “minor” as given below:

MAJOR VIOLATIONS:

- I. Advertisement and promotion of real estate projects not registered with TNRERA.
- II. Advertisement and promotion of Registered Projects:
 - i) Without mentioning TNRERA Registration number and QR code of Form-C (neither the TNRERA registration number nor the QR Code of Form-C is mentioned).
 - ii) Neither the TNRERA Registration Number nor the QR code of Form-C is readable.
 - iii) QR code containing any other project details or any other details and not Form-C of the concerned project (irrelevant and misleading QR Code).
- III. Advertisement comparing price of the project with the alleged “Market Price” or with the price of other projects.

MINOR VIOLATIONS:

- I.** Advertisements of real estate projects registered with TNRERA but,
- TNRERA Registration number is mentioned but QR Code of the Form-C is not mentioned or the QR Code is not readable.
 - QR Code of Form-C provided but TNRERA registration number is not provided or not readable.
 - Advertisements without the website address of TNRERA.
 - Advertisements without promoter's office address.
- II.** Advertisement for exempted projects without mentioning "RERA Exempted Projects".

4. The penalty for Major and Minor violations to be levied based on the project cost of the concerned real estate project and the minimum penalty to be levied for various violations shall be as follows:

VIOLATION	PROJECT COST	PENALTY in Rs.
MAJOR	(i) Rs.100 crore and above	Rs.5,00,000/-
	(ii) Less than Rs.100 crore	Rs.2,00,000/-
MINOR	(i) Rs.100 crore and above	Rs.1,00,000/-
	(ii) Less than Rs.100 crore	Rs. 50,000/-

5. In case of the violations, not covered under above categories, the Authority shall decide from time to time.

Notwithstanding anything stated above, the Authority shall have the right to impose higher penalty as provided in the Real Estate (Regulation and Development) Act, 2016.

6. The above circular shall come into force with effect from 01.07.2026.

Sd/- 24.06.2026
Chairperson, TNRERA

/Tue copy/Forwarded/

Additional Director-(R)

To

1. A.D.(R)
2. A.D. (S)
3. Secretary
4. Sr.Programmer (for uploading in the Website)
5. Law Officer
6. A3

Copy to:

1. P.S. to Chairperson
2. Member (LS) / Member (K) / Member (J) / Member (S)