

## RERA CHECK

### UPRERA Introduces Mandatory QR Codes for Enhanced Transparency in Real Estate Ads

UPRERA, in an innovative move, has mandated the use of QR codes on real estate advertisements to provide comprehensive information about registered projects. Each project will be assigned a unique QR code, which developers must include on their ads, project sites, and brochures. Scanning these QR codes will grant access to essential details such as the project registration certificate, approvals, quarterly progress reports, and more, all accessible through the Rera portal.

Officials believe that this step toward enhanced transparency will boost investor confidence and lead to increased investment in real estate projects. Rera's Chairperson, Shri Sanjay R Bhoosreddy, emphasized that this initiative aims to promote accountability, transparency, and standardization in the real estate sector while safeguarding consumer rights by keeping them informed about crucial project aspects.

Through QR codes, homebuyers can not only track construction progress and registration dates but also understand the promoter's responsibilities, such as depositing funds in a separate bank account for specific project expenses. This feature is designed to empower homebuyers by providing easy access to vital project information.

Promoters have been advised to integrate QR codes across various platforms, including websites, advertisements, brochures, and social media pages, to ensure widespread availability of project details and facilitate informed decision-making for potential buyers.

THANK YOU

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**DEVELOPMENT MANAGEMENT SERVICES:**

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