

GOA REAL ESTATE REGULATORY AUTHORITY

101, 1st Floor, 'SPACES' Building, Plot No. 40, EDC Patto Plaza, Panaji 403 001 Goa
www.rera.goa.gov.in

Tel: 0832-2437655; e-mail: goa-rera@gov.in

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CIRCULAR

In the interest of the Allottees and Real Estate sector, the following guidelines has been prescribed with reference to release of advertisement in Social media or in any other print, electronic media.

Guidelines for release of advertisement in print, electronic, social media or any other media while advertising any real estate project by the promoter.

i. Newspapers and Magazines:

All advertisements in the newspapers and magazines (print media) or website advertisement must contain the Goa RERA registration number, as given in Registration Certificate of Project and website address of the Authority.

The Goa RERA registration number and website address shall be displayed at the “**top right**” corner of the advertisement. The font size of the letters and numbers used shall not be less than twelve. Further, if the advertisement is in 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 RERA registration number as given in registration Certificate of Project and website address of the Authority. The font size of the letters and numbers used shall not be less than **twelve**.

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 RERA registration number as given in registration Certificate of Project.

As applicable for printed newspaper advertisements, these details shall be displayed at the “**top right**” corner of the hoarding/board. The font size of the letters and numbers used shall not be less than 50% of the font size used for the name of the project.

iv. Electronic Media:

Every advertisement in audio visual or audio media shall mention the GOA RERA registration number, website address of the Authority in slow pace as to ensure that the same is properly read and understood by the intended audience. 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 GOA RERA registration number and the link of the GOA 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 displaying Goa RERA registration number with Registration Certificate of Project and Authority’s website address.


vii. a) No disclaimer clause should be mentioned in the advertisement, such as terms and conditions applies.

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 and mention of mere number of amenities, such as 11+ amenities, shall be treated as prima facie misleading.
- e) In case RERA registration is not applicable, to the project it should be clearly mentioned in the advertisement with reasons.(example: completion certificate was obtained before 01.05.2017 etc)
- 6. All promoters shall ensure strict compliance of the guidelines failing which action will be proceeded under Section 61 and 63 of the Real Estate (Regulation and Development) Act, 2016.


Paresh Faldesai
Secretary, Goa RERA

Copy to:

- 1) The President, CREDAI -GOA, 315, Gera Imperium -II, Patto Plaza, Panaji, Goa 403001
- 2) The President, The Goa Association of Realtors, Delta 203, 2nd Floor, Devashree Pinto-Ville, Opp. Devashree Green, Socorro, Porvorim, Goa-403501
- 3) Technical Section (Goa RERA)