

Mandatory QR Code Implementation for Promoters

(U.P. Real Estate Regulatory Authority Press Note, 19th July 2024)

A. FOR U.P. RERA :

Issuance of QR Code by U.P. RERA: Every new registered project, ongoing project and future project with valid registration will receive a specific **QR code** from **U.P. RERA**.

B. FOR PROMOTER :

Mandatory Use of QR Code by Promoters

Promoters must display the QR code, along with the RERA registration number of the Project and the RERA website, in the following places:

- Project's Website
- All Promotional/Marketing Materials (including print, digital, social media, and more)
- Booking Form, Allotment Letter, and Builder-Buyer Agreement (BBA) , and other documents that is shared with Customer.
- YouTube Advertisements , Audio-Vedio clips.
- E-mailers, SMS, Brochures, Flyers, etc.
- Outdoor Hoardings, etc.

Note : The QR code requirement applies to all new, ongoing and future registered projects.

🚩 BENEFITS OF QR CODE IMPLEMENTATION FOR CUSTOMERS

- **Consumer Access:** Consumers can scan the QR code to access project information on the RERA portal via their mobile phones.
- **Transparency and Accountability:** The initiative aims to enhance transparency and accountability in the real estate sector
- **Record Access:** Allottees can access records such as booking forms, land records, project specifications, and progress reports via the QR code
- **Ease of Information:** The QR code system allows consumers to get information without visiting promoter offices.
- **Verification Tool:** The QR code enables consumers to verify advertisement details against official records on the RERA portal.
- **Promoter Accountability:** Ensures promoters are accountable for accurate and transparent information dissemination.
- **Consumer Empowerment:** Provides direct access to reliable information, facilitating informed decision-making.

