

MINISTRY OF INDUSTRY, SME AND COOPERATIVES (INDUSTRY DIVISION)

PRESS COMMUNIQUE

The Assay Office, operating under the aegis of the Ministry of Industry, SME and Cooperatives (Industry Division), has come across advertisements appearing on social media such as Facebook, Instagram and TikTok, as well as other media platforms, whereby the public is invited to sell second-hand jewellery, whether broken or in good condition, or to buy same via these online social media.

The attention of the public is drawn to the provisions of **Regulation 23(1)(b) of the Jewellery (Dealer's Registration and Transactions) Regulations 2012** which states the following:

23. (1) It shall be an offence for –

- (b) any person to advertise, or cause to advertise, in relation to second-hand jewellery or the purchase of precious metal in any form and coins;

Further, **Regulation 2 of the Jewellery (Dealer's Registration and Transactions) Regulations 2012** states that:

“advertise”, in relation to second-hand jewellery or the purchase of precious metal in any form and coins – –

- (a) means to publicise any drawn, still or moving picture, sign, symbol, trademark, dealer's name, logo, other visual image or message, or audible message;
- (b) includes to make any commercial communication through media or any other means,

with a view to promoting the purchase of second-hand jewellery or precious metal in any form and coins or the sale of second-hand jewellery.”

According to **Regulation 23 (2) of the Jewellery (Dealer's Registration and Transactions) Regulations 2012**:

“Any person who contravenes these regulations or breaches any conditions of his registration shall commit an offence and shall, on conviction, be liable to a fine not exceeding 100,000 rupees and to imprisonment for a term not exceeding 2 years.”

The Public is hereby informed that such advertisements are illegal and those making such advertisements would breach the above regulations and, therefore, would be liable for prosecution.

27 February 2026

**Assay Office
Ministry of Industry, SME & Cooperatives
(Industry Division)**