



Financial Services Commission
Mauritius

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***Guidelines for
Advertising and Marketing
of Financial Products***

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Scope of the Guidelines

The Guidelines for Advertising and Marketing of Financial Products (the “Guidelines”) aim at promoting responsible, ethical and professional conduct by Promoters in relation to the advertising and marketing of non-banking financial products and services directed at consumers in Mauritius.

The Guidelines further aim at ensuring that Promoters give clear, accurate and balanced information when advertising and marketing non-banking financial products and services which are licensed or ought to have been licensed under the relevant Acts, under the administration of the Financial Services Commission.

Application of the Guidelines

- The Guidelines shall apply to:
 - Promoters of non-banking financial products offered in Mauritius; and
 - All forms of advertisements as defined in Appendix 2 of the Guidelines.

- Responsibility for the content and monitoring of an advertisement shall rest upon its Promoters.

General Principles

- **Content**
 - Advertisements for financial products must be clear, concise and unambiguous; and
 - Advertisements to convey an equitable message in respect of the benefits and risks.

- **Words and Layout**

- Promoters to avoid extensive use of technical or complex language which may not convey a clear message to the specific or targeted consumers.

- **Performance Information**

- Guidance is provided on the use of performance information by Promoters in advertisements.

- **Internet Advertisements**

- Advertisements on the Internet to be made available in printed form to consumers, if requested; and
- Consumers to be given the opportunity to retain the information through printing or downloading.

- **Non-Written and Direct Marketing**

- The Guidelines set the standards to be observed by Promoters using Non-Written and Direct Marketing, including cold calls.

Duties of Promoters

- To act responsibly, with honesty, fairness, integrity and professionalism;
- To avoid aggressive or offensive sale practices;
- To ensure that sufficient disclosure is made to consumers; and
- To preserve confidentiality of the consumer’s personal information in conformity with the Data Protection law in Mauritius.

Sanctions for Non-compliance with the Guidelines

- Non-compliance with the Guidelines will expose the Promoter to regulatory action including a direction and disciplinary sanctions provided under section 7(1)(c) of the Financial Services Act 2007.