

# **Consumer Protection (Product Advertisement and Promotion) Regulations 2012**

**GN No. 140 of 2012**

**Government Gazette of Mauritius No. 76 of 28 July 2012**

## **THE CONSUMER PROTECTION (PRICE AND SUPPLIES CONTROL) ACT**

### **Regulations made by the Minister under section 35 of the Consumer Protection (Price and Supplies Control) Act**

1. These regulation may be cited as the **Consumer Protection (Product Advertisement and Promotion) Regulations 2012**.
2. In these regulations —  
  
“advertise”, in relation to any goods, means to publicise any drawn, still or moving picture, visual image or message, or audible message;  
  
“promote”, in relation to any goods, means to do an act intended or likely to encourage, directly or indirectly, its purchase or use, or to create an awareness of the goods.
3. (1) Where goods are advertised or promoted, the price displayed or announced in relation to the goods shall indicate —
  - (a) the goods and the wholesale or retail price, as the case may be, at which they are sold;
  - (b) where VAT is chargeable on the goods, the selling price of the goods inclusive of VAT, together with the words “VAT INCLUSIVE”; and
  - (c) where VAT is not chargeable on the goods, the selling price of the goods together with the words “VAT NIL”.  
(2) For the purpose of this regulation, any price shall be expressed in Mauritian currency and in Arabic numerals.
4. These regulations shall come into operation on 20 August 2012.

Made by the Minister on 24 July 2012.