



AML INSIGHTS

November 2025

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From Gold to Governance: Why PMLA Compliance Builds Trust in Your Brand

In the jewellery business, trust is as valuable as the gold and gemstones we sell. Customers don't just buy ornaments — they buy assurance, authenticity, and reputation. In today's regulatory environment, PMLA (Prevention of Money Laundering Act, 2002) compliance has become an essential part of that trust equation.

Why PMLA Compliance Matters

Under the Prevention of Money Laundering Act (PMLA) and its related rules, dealers in precious metals and precious stones (DPMS) are classified as reporting entities when they conduct cash transactions of ₹10 lakh or more, whether in a single deal or through multiple linked transactions. Such dealers are required to follow strict compliance measures, including conducting Know Your Customer (KYC) verification for all eligible customers, maintaining detailed transaction and customer records for a minimum period of five years, and promptly reporting any suspicious transactions to the Financial Intelligence Unit (FIU-IND).

PMLA compliance plays a vital role in strengthening a jeweller's brand trust. By maintaining transparency through proper buyer verification, accurate invoicing, and discouraging unverified cash transactions, jewellers build customer confidence and demonstrate ethical business practices. Compliance also enhances credibility with regulators and banks, making financial institutions more willing to extend partnerships and credit facilities. Moreover, adhering to PMLA norms helps reduce legal and reputational risks by ensuring operations remain transparent and defensible, thereby attracting customer loyalty. Internally, it fosters accountability and integrity among employees through AML/CFT training, creating a culture of honesty across all levels of the business. Finally, compliance positions the brand for global recognition, aligning it with international standards such as the FATF guidelines and appealing to global buyers and investors who value ethical, regulation-aligned partners.

Highlights for the month of October 2025 gone by:

- Nigeria's FATF delisting will boost infrastructure investment – ICRC
- FATF delisting breathes life into South African property market
- Update FATF-warning lists October 2025
- South Africa exits FATF 'grey list' after nearly 3 years

Note - For any queries related to PMLA, please contact the Compliance team-will be happy to help

BULLIONAIRE
BY FINMET
Legacy Meets Leadership

Bullionaire by FinMet is a premier leadership summit designed for the next generation of jewellers and bullion professionals.

Venue: Hotel Marriott, Al Jaddaf, Dubai
Date: November 23 - 24, 2025

A Premier Leadership Workshop for the Next Generation of Bullion & Jewellery Professionals

To Know More

