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PRESS RELEASE

Consumer Alert Issued on Rogue Traders with Repeat Complaints

Once again, the alarm is being sounded on unethical trading practices in the marketplace, this time spotlighting a company that has become notorious for misleading, ignoring, and frustrating Fijian consumers.

Raj Roofing has, over a five-year period, become a symbol of what is wrong with repeat offending traders. Since 2020, the Council has received numerous complaints against Raj Roofing, and the complaints continue to persist to this day. What is particularly alarming is not just the volume of complaints, but the repeated nature of the issues raised, coupled with the trader's consistent refusal to take responsibility.

Equally concerning is that Raj Roofing operates under numerous different aliases across social media platforms, which creates confusion for consumers trying to identify or contact the business. In addition to using various business names, they also maintain multiple social media accounts under slightly altered profiles. This deliberate tactic makes it difficult for customers to trace the business, verify its legitimacy, or hold it accountable when issues arise raising serious concerns about transparency and consumer protection.

In a recent case received by the Council, a consumer reported paying Raj Roofing in full for the purchase of a water tank and a 200-litre drum. However, after receiving the payment, the company failed to deliver the items as promised. Attempts by the consumer to follow-up were met with silence and eventually, the trader blocked the complainant's number entirely, effectively cutting off all communication.

Council CEO Seema Shandil says it is time to speak out against businesses that persistently exploit consumers. "These businesses are not simply making errors, they are intentionally attempting to take money and disappear, disregarding legitimate consumer concerns and operating in ways that undermine trust. This is why we are issuing this advisory: - to protect consumers from further harm.

Consumers are urged to be alert to red flags such as traders avoiding documentation, refusing receipts, or operating only through social media without a clear point of contact. Anyone who believes they've been misled or mistreated by these or other traders is encouraged to contact the Council by calling the toll-free National Consumer Helpline on 155 or emailing complaints@consumersfiji.org.

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