



Media Release

Stay Vigilant During Diwali Season, Urges FCCC 18 October 2024

The Fijian Competition and Consumer Commission (FCCC) is urging Fijians to stay vigilant this Diwali as FCCC teams are on the ground to ensure compliance of the FCCC Act 2010, specifically focusing on misleading promotions, exorbitant pricing, and other unethical trader activities.

“Diwali is a time for joy and celebration, but it’s also a time when unscrupulous traders might try to take undue advantage of consumers,” said FCCC CEO, Joel Abraham.

FCCC is reminding consumers to stay vigilant and report any suspected unethical practices. With numerous sales and promotions being offered during the festive season, consumers are encouraged to be cautious, pay close attention to terms and conditions, and shop wisely. It’s important to be critical of deals that seem too good to be true, as they may come with hidden catches.


“Our teams are on the ground across Fiji to ensure that consumers are not being cheated. We have conducted 78 inspections and surveillances targeted solely at monitoring businesses closely to prevent instances of price gouging, deceptive practices, allowing everyone to celebrate with peace of mind” said Abraham.

“If you come across any suspicious activity, such as inflated prices or misleading deals, please report it to FCCC immediately. We will continue to conduct our Diwali targeted inspections and surveys as we are committed to ensuring a fair and safe festival experience for all Fijians,” Abraham added.

Food safety is another key focus during Diwali, given the abundance of sweets and snacks prepared and sold during the festival.

“Make sure the food you purchase is freshly prepared, properly cooked, and made in a clean environment. If you experience signs of foodborne illness, such as stomach upset or nausea, report it to relevant authorities with evidence. Seek medical attention, if necessary,” said Abraham.

Consumers are advised to plan their spending carefully during the festive season.



“While it’s easy to get caught up in the excitement of Diwali shopping, setting a budget and sticking to it can help avoid financial strain. Be mindful of impulse purchases and always ensure your electronic transactions are secure,” Abraham said.

Fire safety is equally important during Diwali, which often involves the use of candles, oil lamps (diyas), and fireworks.

“Consider eco-friendly alternatives for your decorations and dispose of any waste responsibly. Choose fireworks that are environmentally safe (wherever possible) and avoid littering during celebrations. Let’s work together to protect our beautiful surroundings while enjoying the festivities,” Abraham urged.

Additionally, consumers are urged to be mindful of electrical safety when using decorative lights.

“Ensure all electrical decorations are in good condition and avoid overloading electrical outlets. Turn off all lights and decorations when leaving the house or going to bed,” Abraham said.

For any concerns or to report any issues, please contact FCCC on 8921991 or email helpdesk@fcc.gov.fj.

Stay safe, enjoy the festivities, and let’s celebrate Diwali responsibly.

About FCCC

The Fijian Competition and Consumer Commission is an independent statutory organization committed to fostering competitive markets and protecting consumer rights in Fiji. Through its regulatory efforts, FCCC ensures fair market practices and provides transparency for consumers and businesses alike.

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