

Hammersmith & Fulham Council
Licensing Team
Hammersmith Town Hall
London, W6 9JU
Tel: 020 8753 1081
Email: licensing@lbhf.gov.uk
Web: www.lbhf.gov.uk



Mr Kalyan Singh
58 Fulham High Street
London
SW6 3LQ

25 November 2025

When telephoning
please ask for the
Licensing Team.

E-mail:
licensing@lbhf.gov.uk

Dear Mr Singh

Licensing Act 2003- Premises Licence Review:

Premises Name: Jo Jo Convenience Store – 58 Fulham High Street London SW6 3LQ

We are in receipt of the attached application for the review of your premises licence made by London Borough of Hammersmith and Fulham's Trading Standards Team under Section 51 of the Licensing Act 2003 (the Act). This application will be subject to a 28 day public consultation ending on 23 December 2025.

If you have any comments in relation to this application, please send this in writing to us at the above address or by email to licensing@lbhf.gov.uk. Also, in the interests of timely communication, we would appreciate confirmation of an up to date e-mail address and phone number from you.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Matt Tucker'.

Matt Tucker
Interim Licensing Policy and Administration Team Leader

Enc. Premises Review Application (25 November 2025).

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I Ladan Mohamud, Trading Standards
(Insert name of applicant)

apply for the review of a premises licence under section 51 of the Licensing Act 2003, for the premises described in Part 1, below.

Part 1 – Premises or club premises details

Postal address of premises or, if none, ordnance survey map reference or description:
--

Jo Jo Convenience Store

58 Fulham High Street

Post town:	Post code:
-------------------	-------------------

London

SW6 3LQ

Name of premises licence holder or club holding club premises certificate:

Kalyan Singh

Number of premises licence or club premises certificate:

2025/00501/LAPR

Part 2 - Applicant details

I am

Please tick ✓ yes

- 1) an interested party (please complete (A) or (B) below)
- a) a person living in the vicinity of the premises
- b) a body representing persons living in the vicinity of the premises
- c) a person involved in business in the vicinity of the premises
- d) a body representing persons involved in business in the vicinity of the premises
- 2) a responsible authority (please complete (C) below)
- 3) a member of the club to which this application relates (please complete (A) below)

(C) DETAILS OF RESPONSIBLE AUTHORITY APPLICANT

Name and address	
Ladan Mohamud Trading Standards Officer, Trading Standards Hammersmith Town Hall King Street London W6 9JU	
Telephone number:	07775 800 681
E-mail:	ladan.mohamud@lbhf.gov.uk

This application to review relates to the following licensing objective(s)

Please tick one or more
boxes

- the prevention of crime and disorder
- public safety
- the prevention of public nuisance
- the protection of children from harm

Please state the ground(s) for review (please read guidance note 1)

This review relates to the alleged failure of the premise licensee to promote the licensing objective relating to the prevention of crime and disorder. Full details of the facts and allegations against the business follows.

The business

Jo Jo Convenience Store is an off-licence / convenience store, which is operated by **Insaf Ltd** which has a sole director, **Ishika Kaur**. The business has operated since 2021.

Since May 2021, the premises has traded and operated under a premises licence held by the following individuals:

- On 5 May 2021, the premises licence was transferred from the (then) existing premises licence holder (Kannan Thangarasa) to **Gajinder Singh Sachdeva**. As well as being the father of Ishika Kaur, and a former director of Insaf Ltd himself, Gajinder Singh Sachdeva still works at the shop and is believed to be the decision-maker in the business.
- On 1 May 2025, the premises licence was transferred from Gajinder Singh Sachdeva to **Kalyan Singh**. It should be noted that Kalyan Singh has been working at the premises for around four years.

Prior to Insaf Ltd taking over the premises in 2021, it had been operating without incident from a Trading Standards perspective.

History of the business

25/01/22 – A seizure of illegal 529 e-cigarettes was made. The items were unsafe as they were 'oversize' (containing as much as six times the permitted maximum amount of e-liquid), and/or 'overstrength' (containing 5% nicotine, compared to a maximum permitted of 2%). Mr Sachdeva indicated that the seized items had been bought from a caller to the shop. A warning letter and business guidance was issued. Mr Sachdeva later agreed he had received this correspondence.

31/05/22 – A test purchaser was able to purchase two packs of Polish-market Marlboro Gold cigarettes from the shop, which were illegal to sell in the UK, for £8 each.

17/06/22 – A follow-up enforcement visit, with a detection dog resulted in a large quantity of concealed illegal tobacco products (including 389 packs of Polish Marlboro Gold, hand-rolling tobacco and counterfeit Al-Fakher shisha), 765 oversize and/or overstrength e-cigarettes (the second large e-cigarettes seizure) and 18 x 70cl bottles of Smirnoff being seized. All the vodka was in the storeroom.

The vodka was non-UK duty paid, but genuine – not that Mr Sachdeva could have been certain of this: it could, for all he knew, have been counterfeit and very unsafe, or even fatal, to consume in large quantities.

In an interview under caution, Mr Sachdeva stated that all the goods had been bought from the same person calling at the shop “3-4 days” before the seizure (impossible, given the date of the test purchase); he stated that the vodka was not for sale, as a customer who also owned an off-licence had advised him not to sell it. He did not explain his decision to restock with illegal e-cigarettes, but repeatedly apologised for his ‘mistake’.

The original intention to prosecute Mr Sachdeva and the company was reconsidered when he offered to sign individual and company cautions admitting the offences, and paid a contribution to the Council’s costs.

Kalyan Singh received a letter of warning. This was hand delivered to the shop and dated 20/09/22. It included the following text which is relevant to the current matters:

"As you may know, Gajinder has taken responsibility for the presence of the goods, so we are not going to take any formal action against you. However, he did describe you as being a "co-manager" of the shop and I am writing to remind you that as a co-manager (or even as a regular member of staff), you are one of those who could be liable for offences of this nature.

I strongly advise you to ensure that you take no part, in this business or any other you work for in future, in the supply of "under the counter" tobacco, e-cigarettes or anything else you know to be illegal..... Please ensure I never have cause to investigate you in future, If I do and I can gather evidence that you were involved in future offences of a similar nature, you may be prosecuted."

Events prompting this application

30/08/24 – A test purchaser, working with Trading Standards, was able to buy a pack of cigarettes – this time Marlboro Gold, marked as 'For duty-free sale only' for £10, which were believed to be genuine – that were illegal to sell in the UK. It is believed, but cannot be confirmed, that Mr Singh was the seller.

02/11/24 – Two packs of Marlboro Gold cigarettes marked as 'duty-free' were sold, at £8 each, to a test purchaser. The cigarettes were later identified as counterfeit products. Mr Sachdeva was the person who sold the cigarettes.

18/12/24 – A further test purchase of illegal cigarettes was made. Marlboro Gold cigarettes with Polish markings, identified as counterfeit and costing £8, were sold. Mr Sachdeva is believed to have been the seller.

25/03/25 – A final test purchase resulted in a sale made by Mr Singh. Marlboro Gold were requested by the test purchaser, but Mr Singh stated, after looking in several places in different parts of the shop and making a telephone call to someone, that they only had Vogue Frisson cigarettes, marked as duty free. These were purchased for £8.

26/03/25 – Trading Standards undertook an enforcement visit, together with a tobacco detection dog. Mr Singh was the only person working in the shop and, despite being told the purpose of the visit and asked where the illegal goods were kept, made no attempt to assist officers. A whole range illegal goods were seized:-

- 520 cigarettes (25 packs) – a mixture of Marlboro Gold (15 packs) and Vogue Frisson, all marked 'For duty free sale only'. The Marlboro packs have been identified as counterfeit products.
- 7 x 50g packs of hand-rolling tobacco – all marked 'For duty free sale only'.
- 33 oversize vapes, containing up to 10 times the maximum permitted e-liquid; and
- 6 bottles of Smirnoff vodka – again, duty evaded, rather than counterfeit and potentially unsafe, but it this could not have been known by the business.

All the tobacco and e-cigarettes were concealed in different locations around the shop – some in crisp boxes in the storeroom; some behind food on shelves in the main part of the shop; some in boxes that initially contained legal e-cigarettes.

The bottles of vodka were on the display shelves behind the counter: there is no question that they were available for sale.

14/08/25 – Mr Singh and Mr Sachdeva were interviewed, separately, under caution, with the assistance of an interpreter. There had been many delays before the interviews happened – caused by the difficulty in establishing that Ishika Kaur (the current director) had no active role in running the business, obtaining her permission for her father to speak on behalf of the company, and the repeated difficulties in obtaining a Pashtu interpreter from the Council's contracted interpretation company.

Mr Singh admitted selling illegal cigarettes, but said that Mr Sachdeva had bought them. He regarded Mr Sachdeva as his boss.

Mr Sachdeva admitted all the goods came from a supplier who visited the shop and he paid cash for them. The cigarettes cost him £5/pack which he then sold for £8. He said he had bought them one month before the seizure - clearly a lie given the dates of the test purchases.

Recommendations

I believe it is both appropriate and necessary to revoke the premises licence.

The business has behaved recklessly in repeatedly buying illegal goods, despite being given opportunities to amend their behaviour. More than being 'just' illegal, goods of this nature can be unsafe:

- 'Cheap' tobacco, studies have shown, make it easier to start smoking, harder to stop, and smokers tend to smoke more, where it is available – the cigarettes were being sold for little more than half the normal retail price.
- Non-EU cigarettes do not have self-extinguishing properties that cause them to stop burning if they are dropped or carelessly discarded, resulting in a much higher risk of house fires.
- The business could not have been certain about the contents of illicit tobacco and nicotine products – they may be even more unsafe than the legal market equivalents.
- There are worldwide fatalities and serious ill health, every year, that are associated with the production and consumption of illegal spirits. Although the seized Smirnoff was all genuine, duty evaded, product, there is no feasible way that Mr Sachdeva or Mr Singh could have been certain of this.

There should also be no confusion about how such goods are distributed. The vast majority of illicit products of the nature purchased and seized from this business are distributed by organised crime groups, which are most likely to be involved in other – even more serious - criminal activity. There has been a clear and repeated failure to promote the prevention of crime objective.

Mr Singh may observe that he only became the premises licensee after these events. Any argument that seeks to excuse him from the failures at the business is clearly undermined by his knowing participation in the activities.

I therefore invite the Licensing Sub-Committee to agree with these recommendations and revoke the licence.

Have you made an application for review relating to this premises before No

If yes please state the date of that application

Day Month Year

--	--	--	--	--	--	--	--

If you have made representations before relating to this premises please state what they were and when you made them

N/A

Please tick ✓ yes

I have sent copies of this form and enclosures to the responsible authorities and the premises licence holder or club holding the club premises certificate, as appropriate

I understand that if I do not comply with the above requirements my application will be rejected

IT IS AN OFFENCE, LIABLE ON CONVICTION TO A FINE UP TO LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003 TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION

Part 3 – Signatures (please read guidance note 3)

Signature of applicant or applicant's solicitor or other duly authorised agent (See guidance note 4). If signing on behalf of the applicant, please state in what capacity

Signature:



Date: 25/11/2025

Capacity: Trading Standards Officer, Trading Standards

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 5)

Post town

Post Code

Telephone number (if any)

If you would prefer us to correspond with you using an e-mail address your e-mail address (optional) ladan.mohamud@lbhf.gov.uk