

The Study on the Increasing Deceptive Practices in India with Special Reference to Fin-fluencer Fraud in India

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Abstract: *This study delves into the emergence of deceptive fin-fluencers in India who dispense misleading financial guidance via online platforms. These individuals stand accused of endorsing stocks for personal profit, deceiving investors, and levying charges for their services. The study delves into the guidelines established by SEBI for financial advisors and sheds light on the strategies employed by fin-fluencers to entice retail investors. It underscores the importance of investors exercising caution and conducting comprehensive research prior to making investment decisions based on influencer recommendations. The study also examines SEBI's crackdown on fraudulent influencers and stresses the significance of official registration for reliable financial mentors. It evaluates the deficiencies in the existing regulations and proposes potential modifications. Ultimately, the study contends that regulating Indian fin-fluencers is imperative to safeguard investors and recommends the implementation of a quality assurance system to ensure that individuals possessing the necessary qualifications can dispense financial advice. SEBI should institute checks and balances in accordance with its directives to tackle this issue.*

Keywords: Corporate Governance, Data Protection, Aggressive Marketing Campaigns, Independent Directors.

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