



# AI-Forged Lip-Synced Video Scams

**ADVISORY REPORT 2025**

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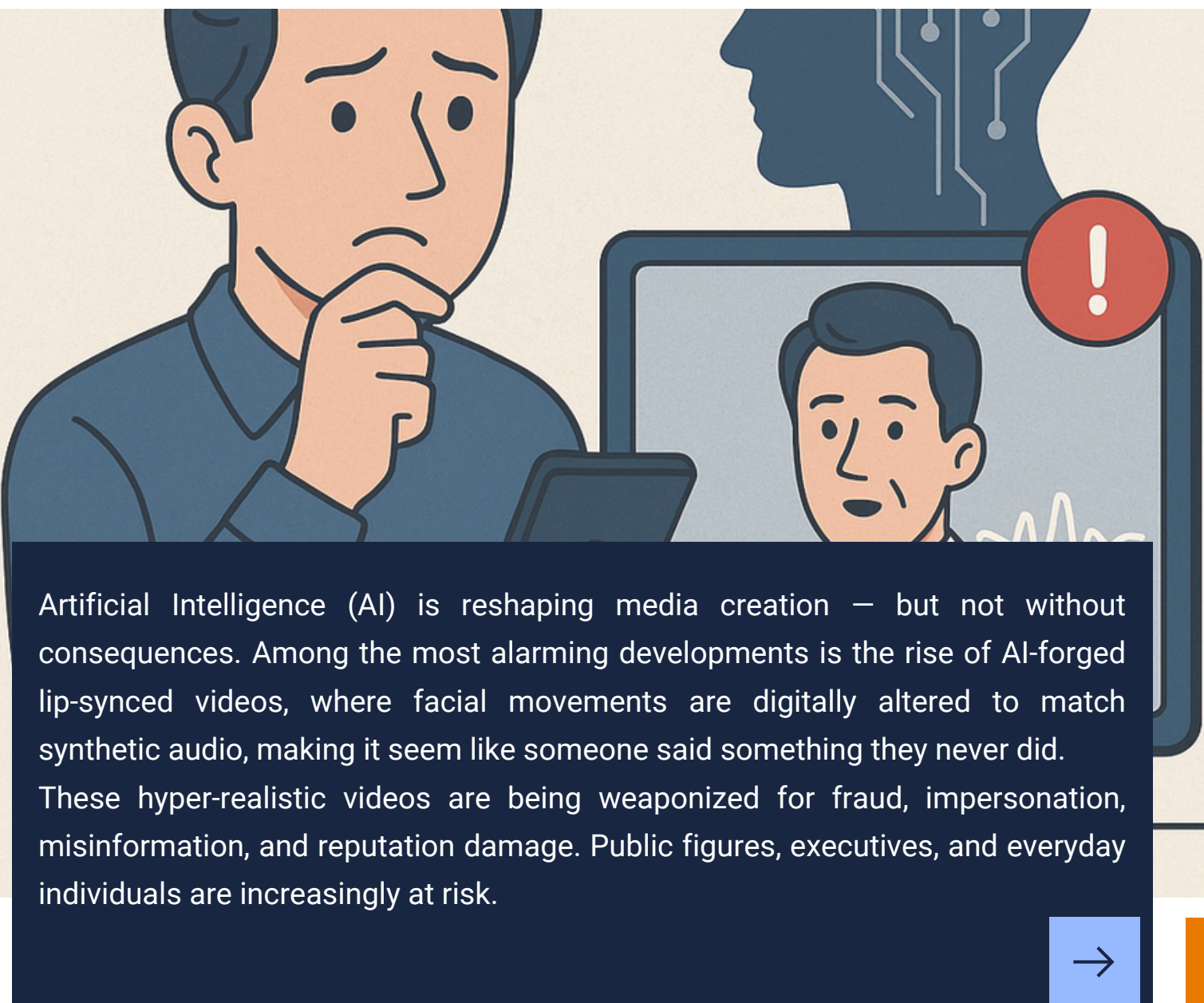
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# EXECUTIVE SUMMARY



Artificial Intelligence (AI) is reshaping media creation — but not without consequences. Among the most alarming developments is the rise of AI-forged lip-synced videos, where facial movements are digitally altered to match synthetic audio, making it seem like someone said something they never did. These hyper-realistic videos are being weaponized for fraud, impersonation, misinformation, and reputation damage. Public figures, executives, and everyday individuals are increasingly at risk.



This advisory aims to:

- **Raise awareness about the dangers of AI-driven video manipulation.**
- **Help users recognize signs of forgery and stay alert.**
- **Promote cyber safety practices for personal and organizational protection.**
- **Guide victims on how to report incidents through the proper legal channels.**

# INTRODUCTION



What was once science fiction is now a tool used for scams, social engineering, political manipulation, and character defamation. With rising accessibility of AI tools, anyone with basic technical knowledge can create highly convincing fake videos, putting individuals, businesses, and public institutions at serious risk.

This growing phenomenon demands urgent attention, education, and protective action.

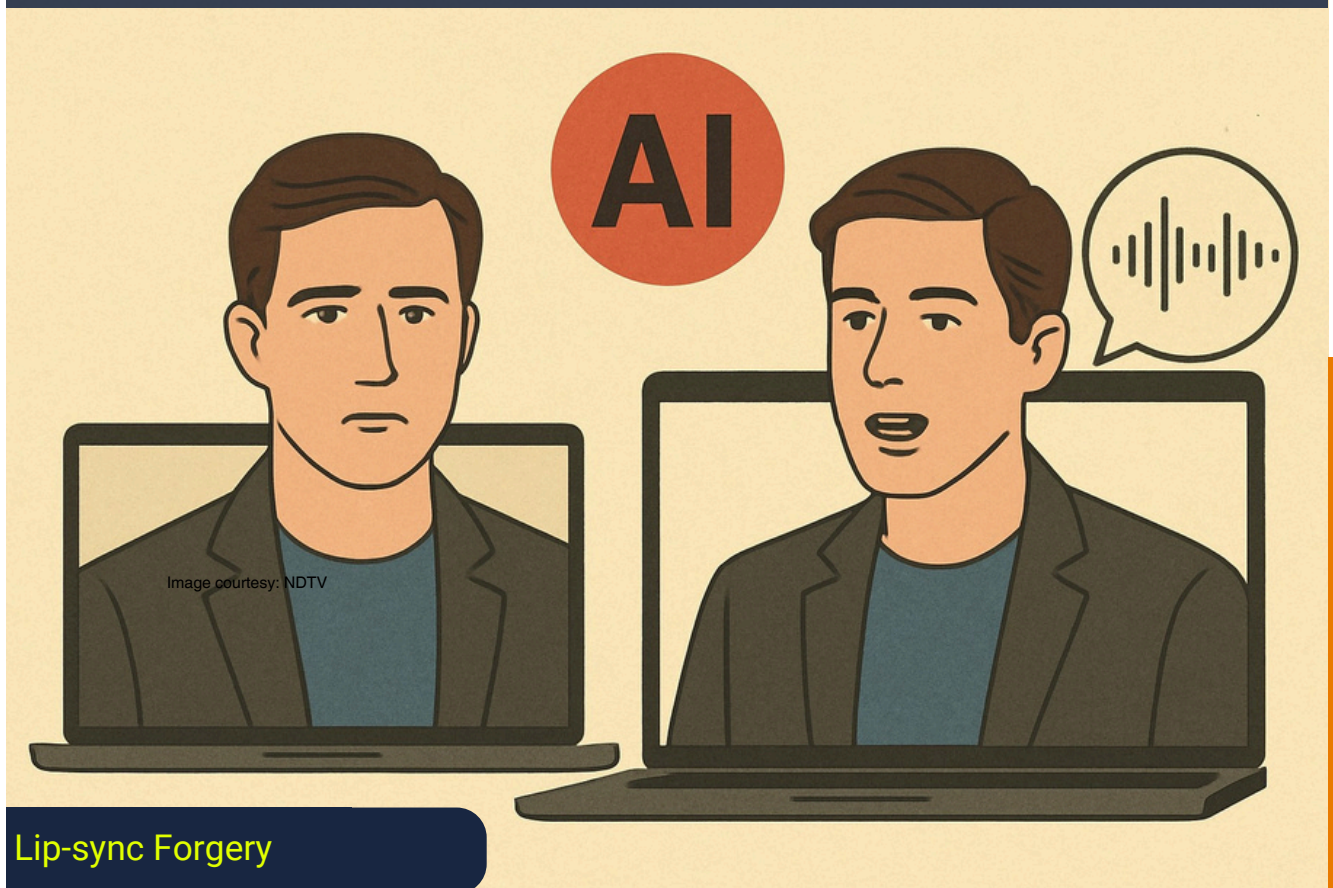
In today's digital era, the line between real and fake is becoming dangerously thin. Powered by artificial intelligence, lip-synced video forgeries—also known as deepfake speech impersonations—have emerged as a new threat. These manipulated videos use AI to make someone appear to say words they never actually spoke, syncing fabricated audio with their real facial movements.





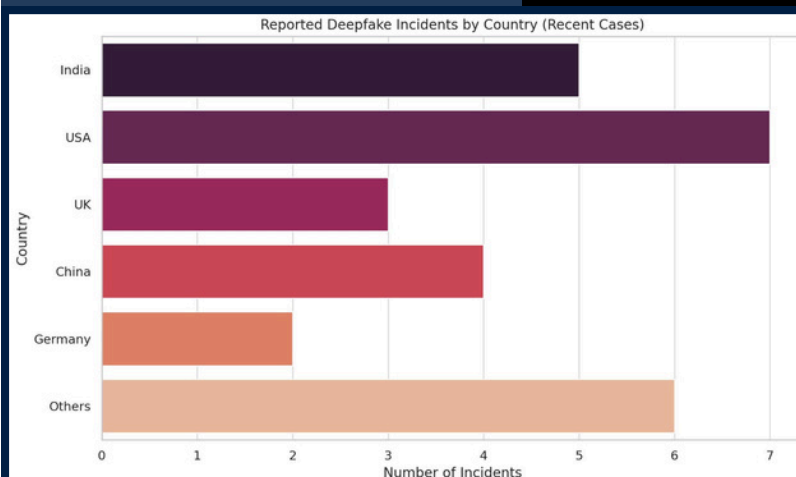
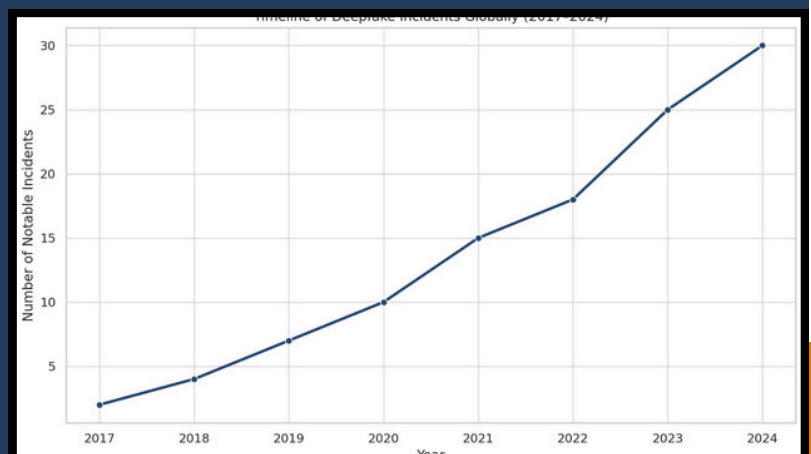
# LIP-SYNCHED FORGERY?

- A type of deepfake technology.
- AI synchronizes fake audio with a person's lips, creating ultra-realistic video.
- Often used to impersonate celebrities, political figures, CEOs, or even everyday people.
- Can be used in fraud, disinformation, and identity theft.



# RECENT INCIDENT

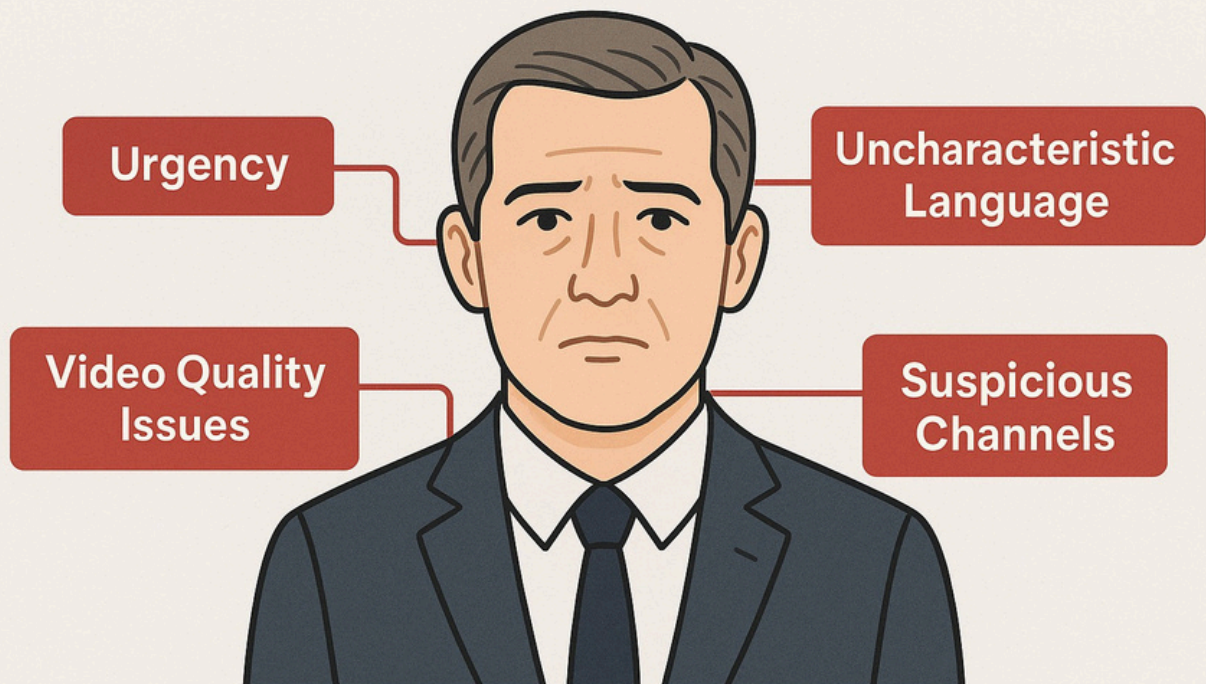
- Bengaluru Residents Duped via Deepfake Videos of Mr. Narayana Murthy and Mr. Mukesh Ambani
- Mumbai Doctor Falls Prey to Deepfake Video of Mr. Mukesh Ambani
- Retired Professional Scammed via Deepfake Video of Mr. Mukesh Ambani
- Deepfake Video Promoting Fraudulent Investment Scheme
- Pune Residents Duped via Deepfake Videos of Honourable Mrs. Nirmala Sitharaman



# HOW TO SPOT A FORGERY

- Mismatch between lip movement and voice tone.
- Slight visual artifacts or glitching near the mouth or eyes.
- Robotic voice or lack of emotional cues.
- Unusual background or lighting inconsistencies.

## HOW TO SPOT A FORGERY



# SAFETY MEASURES

## For Individuals:

- Do not trust videos at face value – verify independently.
- Limit sharing personal videos/audio on public platforms.
- Use privacy controls and avoid uploading sensitive content.



## For Organizations:

- Train staff on recognizing AI-based video fraud.
- Monitor for impersonation of leadership.
- Deploy AI-detection software to catch deepfake content.





## REFERENCES

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<https://timesofindia.indiatimes.com/technology/tech-news/bengaluru-residents-duped-of-rs-95-lakh-by-deepfake-videos-of-narayana-murthy-and-mukesh-ambani/articleshow/114955868.cms>

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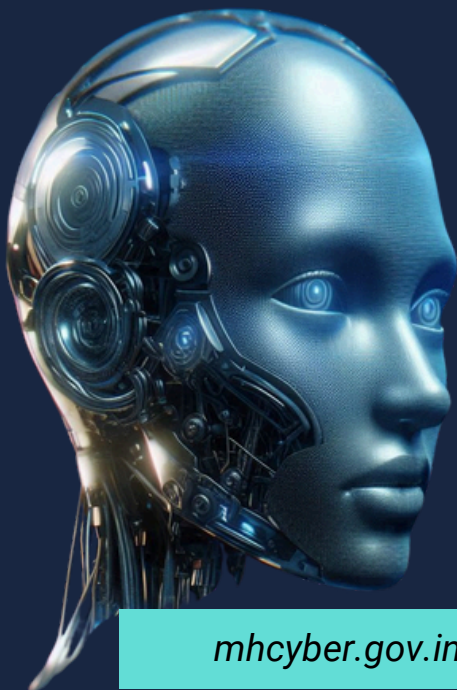
### Business Today

<https://www.businesstoday.in/india/story/mumbai-based-doctor-falls-prey-to-deepfake-video-of-mukesh-ambani-loses-rs-7-lakh-in-stock-market-scam-434303-2024-06-22>

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### NDTV

[https://www.ndtv.com/india-news/fact-check-deepfake-shared-as-n-sitharaman-rbi-chief-endorsing-investment-project-7069839?utm\\_source=chatgpt.com](https://www.ndtv.com/india-news/fact-check-deepfake-shared-as-n-sitharaman-rbi-chief-endorsing-investment-project-7069839?utm_source=chatgpt.com)



## Want to Report?



<https://www.mhcyber.gov.in>



**1945 (24x7 Cyber Fraud Helpline)**