# Deepfake technology's alarming rise and its impact on India



Pi Labs, a prominent player in the field of cyberforensics, has released a significant report that sheds light on the alarming rise of deepfake technology and its implications for individuals and businesses alike. The report, titled “Digital Deception Epidemic: 2024 Report on Deepfake Fraud’s Toll on India,” identifies the Top 10 victims of AI-generated deepfakes for the year 2024, highlighting a diverse range of individuals, including celebrities and influential public figures who have encountered online backlash and controversy.

The proliferation of deepfake content has been largely facilitated by the advancement of user-friendly AI tools that enable the rapid creation of realistic digital replicas. These sophisticated applications are capable of generating deepfake videos, mimicking audio, and enhancing details through techniques such as voice modulation and lip-syncing. Such technology has not only raised concerns regarding misinformation but has also led to significant consequences for its victims.

In India, the impact of deepfake fraud has been particularly profound, with various figures from the realms of business, cinema, and sports being ensnared by this emerging threat. The report indicates that deepfake fraud has emerged as one of the nation's most pressing cybersecurity dangers, with projected losses estimated at ₹70,000 crore by the year 2025. The surge in deepfake-related cybercrime cases highlights a staggering 550% increase since 2019, indicating an urgent need for awareness and preventive measures.

Ankush Tiwari, the Founder and CEO of Pi Labs.ai, emphasised the broader implications of this technology, stating, "Deepfakes are no longer just a technical issue—they undermine trust in the information we consume online. Addressing this requires concerted efforts on multiple levels.” This statement underlines the necessity for various stakeholders, from technology developers to policymakers and law enforcement agencies, to collaborate in effectively tackling the challenges posed by deepfake technology.

The rise of deepfake incidents not only poses risks to individual reputations but also has ripple effects on businesses and industries, where trust and credibility are paramount. As organisations navigate this complex landscape, understanding and mitigating the effects of deepfake technology will be crucial in safeguarding their operations and maintaining consumer confidence.

As the landscape of AI automation continues to evolve, the implications of such technologies on business practices will undoubtedly take centre stage in discussions surrounding cybersecurity and digital integrity.

Source: [Noah Wire Services](https://www.noahwire.com)

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