

A FIELD GUIDE TO A.I.-DRIVEN LIES IN INDIA

THE INDIAN A.I. MISINFORMATION PLAYBOOK

JUNE 2026

HEALTH • FINANCE • ELECTIONS • CONFLICT • NCII

Deepfakes Analysis Unit • A Trusted Information Alliance Initiative

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Ten sections. Five case studies. One defence: pause before you share.

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ONE FAKE VIDEO. MILLIONS OF MISLED INDIANS.

Across India, A.I.-generated audio is being spliced onto authentic video of doctors, billionaires, ministers, generals, and actors. The result looks real. It is not. This playbook teaches you to recognise the recurring tricks — across five categories — so panic never overrides your judgement.



HEALTH

Fake cure-alls



FINANCE

Scam platforms



ELECTIONS

Fake endorsements



CONFLICT

Panic about defence



NCII

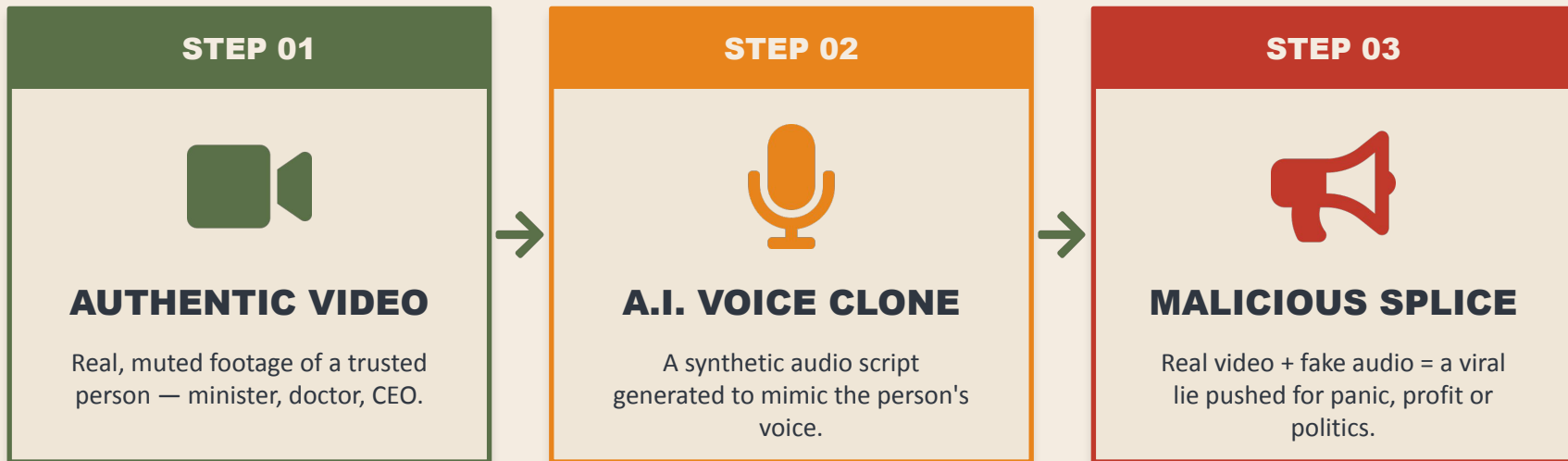
Targeted abuse



02 / THE BLUEPRINT

EVERY FAKE FOLLOWS THE SAME RECIPE

Once you know the recipe, the trick stops working. Almost every viral fake circulating in India today is built from these three ingredients.



THE PAYLOAD: *panic. The cure: a 10-second pause before you share.*



03 / IF YOU REMEMBER NOTHING ELSE

THE 3 TELLTALE SIGNS

These work on every category. Memorise them, ignore everything else.

01

VISUAL



WATCH THE MOUTH

Lips out -of- sync with the words.
Rigid jaw. Blurred lip edges. A microphone that sinks into the chin.

02

AUDIO



LISTEN HARDER

Flat, robotic cadence. Missing breath between long sentences. A sudden change in background room-noise.

03

LOGIC



STRESS-TEST THE CLAIM

Would they actually say this in an unsubstantiated clip? If it sounds catastrophic and breaks all official channels, it is almost certainly fake.

These three signs appear in every case study that follows.



CASE 01 / HEALTH MISINFORMATION

THE FAKE DOCTOR ON YOUR FEED



A leading cardiac surgeon 'prescribes' a kitchen-cabinet cure for joint pain. He never did.

THE CASE

Dr. Devi Prasad Shetty

In February 2025, a video in Hindi circulated in which the celebrated cardiac surgeon appeared to prescribe a 'baking soda and turmeric' home remedy that supposedly cures joint pain in five days —replacing painkillers like Diclofenac and Tramadol.

THE VERDICT

Real clips from Dr. Shetty's hospital YouTube channel were stitched with A.I.-generated audio. His teeth visibly warp between frames — the classic lip-sync deepfake giveaway, as experts identified.

THE PATTERN

Why these scams work

- 1 Familiar face = instant credibility
- 2 Cheap, 'natural' cure = exploits hospital-bill fear
- 3 Pitched against 'big pharma' = feels rebellious
- 4 Ends with a link/button = the actual payload



CASE 01 / HEALTH · THE RED FLAGS

SPOT IT BEFORE YOU SWALLOW IT



Five recurring signals in every fake-doctor video doing the rounds in India.



01

WRONG CREDENTIALS

Real name, fabricated speciality — to fit the cure being sold.



02

ANTI-PHARMA RAGE

Doctor 'attacks' the pharma industry that employs them.



03

MIRACLE PROMISES

'Reversible.' 'Guaranteed.' '7 minutes.'
Real medicine doesn't talk like this.



04

CLICK-THE-LINK END

Closes by pushing a link or WhatsApp number. That is the point.



05

FAKE NEWS LOGO

An Aaj Tak or India TV badge slapped onto random stock footage.



VERIFY IT FAST

Reverse-search a keyframe. The original surfaces; fakes don't.

WHY WOULD A BILLIONAIRE WANT YOU RICH?



Cloned voices of India's wealthiest pitching dubious 'investment platforms'.

THE CASE

Rajat Sharma & Gautam Adani

A January 2026 video, packaged like an India TV 'Aap Ki Adalat' episode, showed Rajat Sharma 'interviewing' Gautam Adani about a 'Quantum A.I.' platform. The pitch: invest ₹22,000, 'guarantee' a ₹25 lakh monthly income — supposedly backed by the Indian government, HDFC and SBI.

THE TELL

Adani's collar melds into the skin under his chin. Teeth become black patches. The English-accented voice doesn't match his natural one.

THE CLONED CAST

Other voices stolen, since 2024



Mukesh Ambani

Chairperson of Reliance Industries



Sundar Pichai

Chief Executive of Google and Alphabet



Nirmala Sitharaman

Indian Finance Minister



Rahul Gandhi

Leader of Indian National Congress (INC)



Shah Rukh Khan

Bollywood Actor



Rajdeep Sardesai

Indian Television Journalist



CASE 02 / FINANCE -THE RED FLAGS

THE 'TOO GOOD TO BE TRUE' AUDIT



If the pitch makes you greedy fast, run faster. Here is what to check.

Q. Why would a billionaire need YOUR ₹21,000 to make their next billion?



OUT-OF-CHARACTER PITCH

Cabinet ministers and CEOs don't promote retail-investment apps on Facebook reels. If it sounds bizarre coming from them, it is.



LIP-SYNC CRACKS

Mouth keeps moving after audio stops. Mic appears to pass through the jaw. Teeth glitch or smear at the corners of the lips.



IMPOSTOR NEWSROOMS

Fake 'Moneycontrol', 'India TV' or 'NDTV' logos slapped on. The actual channel never carried the segment.



URGENT 'JOIN NOW' LINK

Spots are 'limited'. A WhatsApp number 'closes today'. Genuine financial products do not work this way.

AN AUDIO LANDS ON POLLING DAY



A.I.-generated voice clips dropped at the worst possible moment for democratic outcomes.

THE CASE

Supriya Sule's 'Bitcoin' audio

Nov. 20, 2024 — voting day for Maharashtra assembly election. A 33-second English audio went viral with the claim that Supriya Sule, Member of Parliament from Maharashtra, was involved in a Bitcoin scam. It mentioned a 'Gaurav' and a 'Gupta' with no other names, and entirely lacked her natural intonation.

ALSO IN THIS BUCKET

Fake 'Aaj Tak' exit poll predicted victory for Mahabab Mishra, Aam Aadmi Party candidate, from Delhi in the 2024 Lok Sabha election.

WHAT IT THREATENS



Democratic outcomes

Voters swayed by lies they had no time to verify before voting.



Reputations

97% A.I.-generated, said the tools. Sule refuted it within hours. The damage was already done.



Trust in news media

Fake anchors and impostor logos poison the real signal.

RATIONALITY OVER VIRALITY



Four checks to run before you forward that 'shocking' political clip.

01

WOULD THEY ACTUALLY SAY THIS?

A chief adviser does not casually announce a resignation on a 30-second WhatsApp forward. Ask: in what world does this make sense?

02

CROSS-CHECK OFFICIAL HANDLES

Press Information Bureau, ministry sites, party socials. Major political news always exists in more than one place.

03

INSPECT THE LIPS AND THE FRAME

Mouth moves with no sound. A glitch in the video track for one frame. Background curtain shifts mid-sentence. Tell-tale splice marks.

04

REVERSE-SEARCH A KEYFRAME

Drop a screenshot into Google Lens or InVID. The original speech (usually about something completely different) almost always surfaces.

RULE: *If the news is real, you'll find it on more than one official channel. Always.*



CASE 04 / CONFLICT & NATIONAL SECURITY

THE MOST DANGEROUS FAKES OF 2025

A coordinated A.I. campaign followed 'Operation Sindoor' that put fabricated words into the mouths of India's top defence brass and ministers.

FORCE	OFFICIAL TARGETED	FABRICATED CLAIM
ARMY	Army Chief Gen. Upendra Dwivedi	FAKE: Loss of 250 soldiers; Trump 'brokered' de-escalation
ARMY	Lt. Gen. Rahul R. Singh	FAKE: Loss of S-400 missile systems to Pakistan
AIR FORCE	Air Chief Amar Preet Singh	FAKE: Loss of 6 jets, 1 drone, 2 S-400 batteries
NAVY	Naval Chief Admiral D. K. Tripathi	FAKE: Blames Indian Government for the losses against Pakistan
ARMY	Chief of Defence Staff Gen. Anil Chauhan	FAKE: Loss of 7 jets
DEFENCE MINISTER	Rajnath Singh	FAKE: Loss of 4 Rafale aircraft



THE GOAL: engineer immediate public panic. Demoralise the nation by fabricating military losses.



CASE 04 / WAR -THE LOGIC STRESS-TEST

PANIC IS THE PAYLOAD



When the claim is catastrophic, your slowness is the weapon. Run all three checks.

1

Is the claim catastrophic or sensational?

Big numbers. Massive losses. Resignations of brass.

2

Does it contradict every official channel?

PIB, Defence Ministry, Defence Forces accounts say nothing or the opposite.

3

Is it designed to spike public panic?

Engineered for forwarding speed, not for understanding.



THREE 'YES' → HIGH PROBABILITY OF FABRICATION. PAUSE. VERIFY. DO NOT FORWARD.



CASE 05 / NON-CONSENSUAL INTIMATE IMAGERY

THE GENDERED FACE OF FABRICATION



A.I. face-swaps and synthetic 'nudes' that overwhelmingly target women.

THE THREAT

Why this category is different

A.I.-generated Non-Consensual Intimate Imagery (NCII) is not about misleading the public — it is targeted abuse. A real face is swapped onto a sexualised body, or a synthetic image is built from scratch to humiliate a specific woman.

DOCUMENTED CASES

Sonakshi Sinha deepfake: Face-swap deepfake showed her likeness ramp-walking in a swimsuit.

Rashmika Mandanna deepfake: Face-swap deepfake placed her likeness on a bikini-clad model by a waterfall.

VISUAL RED FLAGS

The image-level tells



Plastic, oily skin

Highlights look painted on and unnatural.



Mismatched accessories

Earrings differ left to right, necklace clasps vanish.



Eye, brow region off

One eye or brow shape seems subtly inconsistent.



Bizarre backgrounds

Blurred or warped objects.



04 / YOUR TOOLKIT

THE VERIFICATION ARSENAL

Three moves. Sixty seconds. Works for health, finance, politics, conflict or NCII.

01



CHECK OFFICIAL CHANNELS

Real news is never an exclusive. If it's genuine, the verified source has already said it — the Health Ministry, SEBI/RBI, the Election Commission, or the Defence Ministry and Armed Forces.

02



TRACE THE SOURCE

Take a clear screenshot from the suspicious clip. Drop it into Google Lens or InVID. The original media (almost always about something completely unrelated) usually surfaces in seconds.

03



CONSULT THE EXPERTS

Look for a debunk from credible fact-checkers or specialised technical units. The Deepfakes Analysis Unit has a website and a WhatsApp tipline you can forward suspicious media to.

PANIC IS THE PAYLOAD.

PAUSE IS YOUR DEFENCE.



WATCH the
mouth



LISTEN for
inconsistencies



STRESS-TEST
the claim

If something feels designed to make you forward it instantly — that is exactly when you should not.