



भारतीय प्रतिभूति और विनियम बोर्ड
Securities and Exchange Board of India

प्रेस विज्ञप्ति
PRESS RELEASE

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SEBI and MIs Launch Joint Investor Awareness Campaign: SEBI vs SCAM

The Securities and Exchange Board of India (SEBI), in collaboration with Market Infrastructure Institutions (MIs); NSE, BSE, CDSL, NSDL, MCX, MSEI and NCDEX and AMFI have launched a joint media campaign titled "SEBI vs SCAM".

This unified initiative aims to bolster investor protection and combat financial fraud and scams within the securities market. The campaign will educate investors on prevalent scams, such as fake trading apps, unregistered investment advice from social media and influencers, deepfakes, intermediary impersonation, paid trading courses promising guaranteed returns, and illegal "dabba" and "opinion" trading.

Key areas of focus for the campaign include raising awareness about red flags, verification protocols, trusted redressal mechanisms, and good digital practices.

Investors are encouraged to follow the campaign on SEBI's X (formerly Twitter) handle, @SEBI_India, and the social media handles of the MIs and AMFI, using the hashtag #SEBIvsSCAM.

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