

27. FAKE ADVERTISEMENTS/OFFERS

Poster:

DIWALI BUMPER OFFER -
THREE BRANDED
WATCHES WORTH RS
2500/- FREE FOR EVERY
SINGLE WATCH
BOUGHT!! HURRY UP!
LIMITED PERIOD OFFER!!

Please call
Ph: 90xxxxxxx99
for more details!

"Wow!! This seems great!
I can buy one watch
and get 3 free! Anyways,
I wanted to give gifts to
my cousins this Diwali holiday
when I go home! I'd
better call before the offer ends."



"Hi. I came across your
Branded watch offer.
Where is your location?
I can come down to your
store for the purchase."



"Sir! You are lucky.
We are about to close the offer.
You need not come here,
Sir. We will deliver you
the product at your address."



Do's:

- ✓ In the case of branded products, verify the advertisements on official websites.
- ✓ For non-branded product advertisements, make a payment only after a personal visit to the shop or on delivery.
- ✓ Report the incident to the nearest Cyber Crime Police Station and National Cyber Crime Reporting Portal at <https://cybercrime.gov.in>.

"That's great! Please send me pictures of the watches."



"Sure, Sir. I have shared them already.
I have also shared account details for transferring the amount. You must pay Rs 3000 to confirm the order. Once payment is successful, we will deliver the watches within 3 days. Hurry up, Sir. The offer ends in another 30 minutes. Happy Diwali!!"



"Okay. I have shared my address. I'll send the money right away."



"Oh no! Why haven't they delivered yet!!? Their phones are switched off..How do I trace them now!!? I think I have lost the money!"

Raju indeed lost his money.

Don'ts:

- ✗ Don't be misled by tall claims made in advertisements. Check and verify before committing your hard-earned money.
- ✗ Do not pay any amount unless you receive the product.