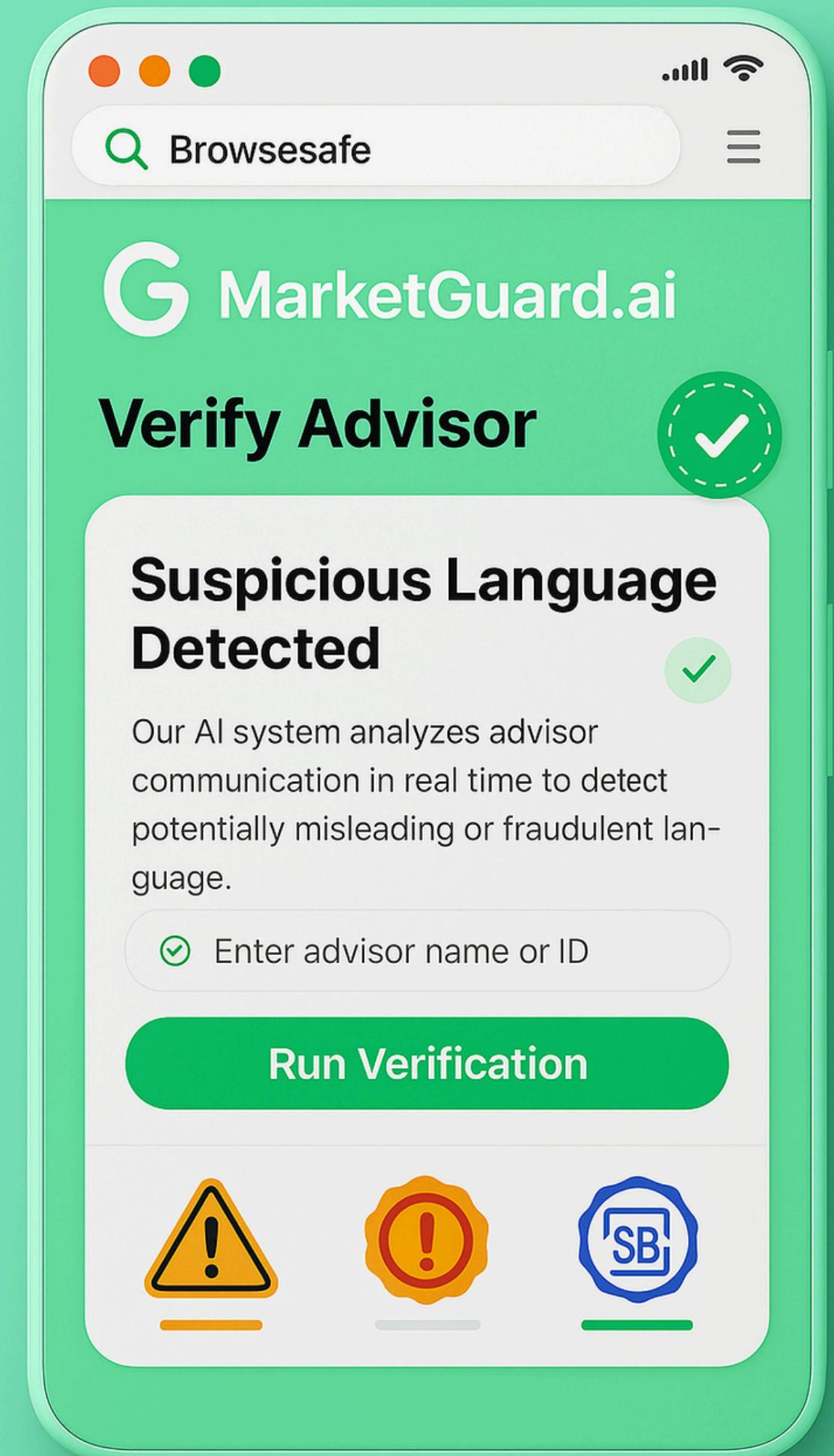


# ₹1 in ₹3 Lost to Scams in India in 2024

India's digital investor base is at an all-time high of **194M demat accounts**. Simultaneously, cyber-fraud is escalating rapidly, with over **₹80 Crore lost in Gurgaon alone in just four months** (TOI, May 2025).

## MarketGuard.ai: The Essential Seatbelt for Online Investing

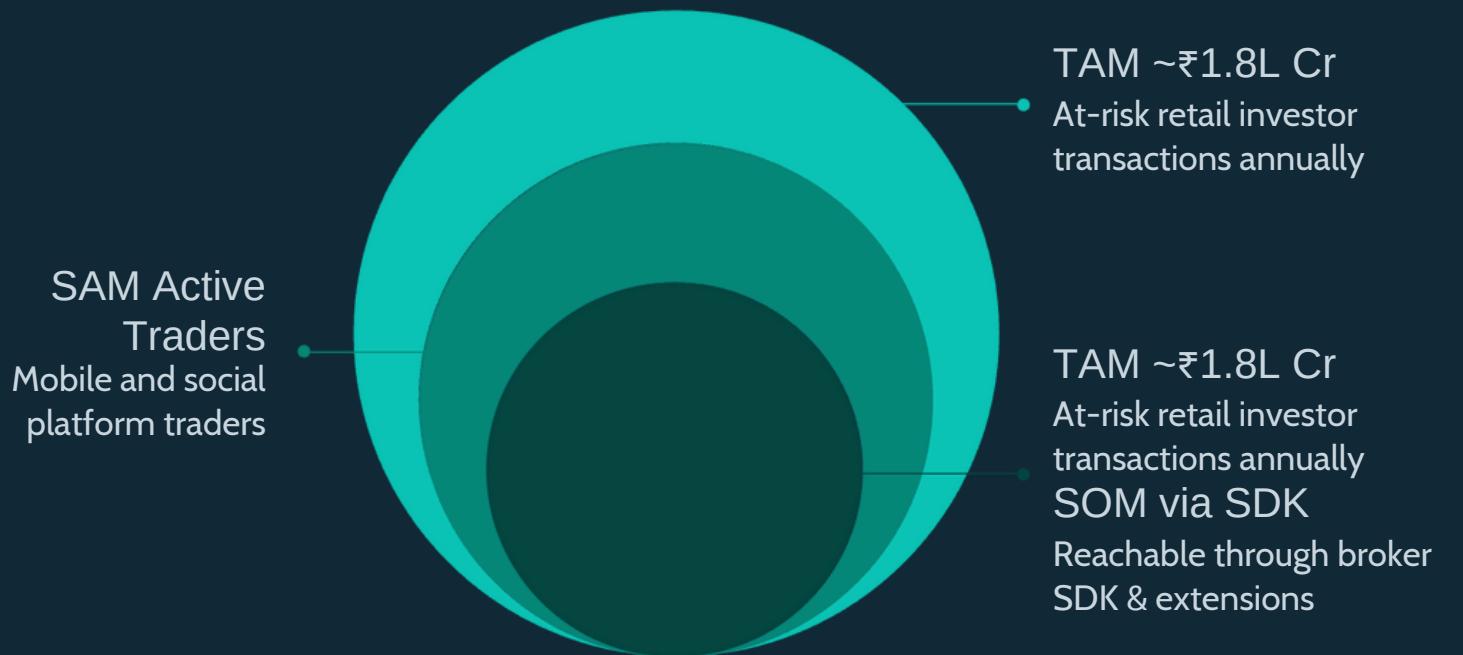
We offer real-time scam prevention, empowering investors to make informed, secure decisions.



# The Imperative for Change: Why Now?

## Macro Drivers of Digital Investment

- A staggering **194M demat accounts (FY25)**, with **41M added** in a single year (Business-Standard, July 2025).
- Over **490M+ social users** actively seek finance-related content, driven primarily by influencers.
- Alarmingly, scam growth across messaging and social apps is at **60% YoY**.



As scams proliferate faster than regulatory frameworks can adapt, investors urgently demand frictionless trust.

# The Problem: A Critical Trust Gap

## Investor Journey Vulnerability

Manual verification checks, requiring 90-120 seconds, are often skipped due to the fear of missing out (FOMO). This vulnerability is exacerbated by the rise of sophisticated impersonation, fake advisories, and deepfake technologies.

"I meant to check the SEBI ID, but didn't want to miss the pre-IPO offer... lost ₹3.5 Lakh."



### One in Three Scammed

Indians were unfortunately scammed in 2024 (Business-Standard).



### ₹80 Crore Lost

In just four months, Gurgaon alone witnessed this figure lost to fraud (Times of India).



### Rising Sophistication

Impersonation, fake advisories, and deepfakes are growing rapidly.

# Our Solution: Three Protective Rails

MarketGuard.ai provides an intelligent, multi-layered defense to safeguard digital investors.



## Advisor Verification

Live SEBI registry & validated UPI overlay for instant legitimacy checks. Direct tool for reporting to SEBI and government agencies in case of malpractise.



## Scam Language NLP

BERT-lite model identifying low, medium, or high-risk flags in communications. Financial LLM, provides expert reasoning and risk advice.



## Deepfake / Forgery Cues

Detects malicious artefacts in audio/video before trust is compromised. Adds to a library of detected scam media.

## Key Features for Broad Adoption

- Browser Extension (Chrome, Safari, Edge) for desktop protection.
- Mobile SDK for seamless integration with brokers, fintechs, and social platforms.
- On-device, privacy-first processing ensuring user data security.

95%

Faster Verification

Achieved during pilot phases.

40-60%

Scam-Click Reduction

Demonstrated effectiveness.

90%+

Advisor Match Accuracy

Ensuring reliable validation.

# Proposed Tech Stack

## Frontend (Extension UI)

-  JS (ES6+), HTML5/CSS3

Responsive UI, animations



Tailwind/SCSS – Theming & styling



Canvas API– In-browser media capture

Manifest V3/V2, chrome.storage

## AI / ML



Deepfake detection model

Image risk scoring



NLP risk pipeline

## Backend (AI Service)



Python, FastAPI – Async API



OpenCV, Pillow, NumPy  
Media pre-processing



Transformers, PyTorch/TensorFlow  
NLP & deepfake detection

## Infra & DevOps



Docker, Nginx/CDN  
Deployment & scaling



AWS/GCP/Azure  
Cloud hosting, CSPP, HTTPS

# Regulatory Alignment & Our Strategic Ask



## Strategic Alignment with SEBI

MarketGuard.ai directly operationalises the **#SEBIvsSCAM** initiative, leveraging API hooks into the SEBI Check registry for instant validation. SEBI and NSE are actively promoting investor awareness.

Our solution is privacy-first, localised (English/Hindi + regional languages), and meticulously designed for rapid sandbox integration and scalable deployment.

## Call-to-Action / Ask

- **Sandbox Approval & essential registry API access.**
- **₹2 Crore Pilot Funding** to scale Chrome extension and SDK distribution.
- **Strategic Broker Partnerships** for early rollout.

"We are dedicated to building an invisible safety layer for India's investors — making financial scams **unprofitable by design.**"



# Driving a Secure Future for Indian Investors



## Real-time Protection

Instant verification using AI and anti-deepfake technology to combat rapidly evolving digital fraud, ensuring investor safety.



## Strategic Partnerships

Collaboration with regulatory bodies and leading financial platforms for broad impact.



## Scalable Technology

A robust, privacy-first solution designed for mass adoption across the diverse Indian market. All Scanning will be done on device.



## Investor Empowerment

Giving control back to users with actionable risk intelligence and transparent decision-making tools. Powered by expert financial reasoning LLMs.

Join us in building the future of safe digital investing in India.