PRESS RELEASE
31/7/2026

ED attaches movable assets worth Rs. 3.70 Crore in a fraud case related to online advertisement viewing earning scheme

Directorate of Enforcement (ED), Bengaluru Zonal Office has provisionally attached bank balance of Rs. 3.70 Crore (approx.) on 22/07/2026 under second proviso of Sub-Section (1) of Section 5 of the Prevention of Money Laundering Act (PMLA), 2002, lying in the bank accounts held by M/s Jaa Lifestyle India Private Limited.

ED initiated investigation on the basis of FIR registered by Magadi Road PS, Bangalore under various sections of IPC, 1860 against Directors of M/s. JAA Lifestyle India Pvt. Ltd. and others.

ED investigation revealed that M/s. Jaalifestyle India Pvt. Ltd. adopted a structured membership-based model for enrolling members and collecting funds from the public. Prospective individuals were approached through WhatsApp and other online communication channels and were informed about the company's digital marketing and advertisement-viewing programme. Interested persons were provided with a link for free registration on the company's web platform, where they were required to create login credentials. Thereafter, members were required to pay an amount of Rs. 1,109/- (inclusive of GST) into the bank account of M/s. Jaalifestyle India Pvt. Ltd. for obtaining permanent membership and eligibility to participate in the company's earning programme. In the instant case, M/s. JAA Lifestyle collected approximately Rs.4.29 Crore from public during the period from 06.12.2020 to 04.06.2021.

Further, investigation under PMLA, 2002 revealed that no such facility of earning by viewing advertisement was provided by the company rather, the money collected was used towards personal expenses/benefits of the directors of the company.

Further investigation is under progress.