

Andheri brothers held in child modelling scam

Woman cheated of ₹28,547 after fake Insta reel promised photoshoot for 10-yr-old daughter

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THE Borivli Cyber Police have arrested two brothers from Andheri for allegedly duping a Borivli-based businesswoman of ₹28,547 under the pretext of offering a child modelling contract for her daughter.

The accused have been identified as Jaikishan Singh, 31, and Bhagatsingh Singh, 29, both residents of Andheri. They had circulated a fake modelling ad-

vertisement on Instagram while impersonating casting agents.

The scam

According to police sources, the 35-year-old victim, a homemaker from Satyanagar, Borivli West, came across a reel on Instagram promoting child modelling opportunities. Upon contacting the number mentioned, she was approached by Jaikishan Singh, who posed as a casting coordinator and told her that her 10-year-old daughter had been

selected for a photoshoot. The fraud began on March 26, when the victim was asked to pay an entry fee of ₹2500. Over the next few days, she was tricked into making multiple payments. On March 27, she was asked to pay ₹3000 and ₹2298 for clothing and then on March 28, she made another transaction of ₹4500 for studio shoot charges.

Later demands included ₹3500 for refund processing, ₹2500 for a cancelled "premium shoot", and ₹4000 for additional

clothing. Despite repeated assurances, the photoshoot never took place. The accused even promised a refund to be processed on April 19 and provided a fake address at Film City, Goregaon. When the victim visited the location with her family on the scheduled date, there was no shoot. Realising she had been duped, she lodged a complaint with the Borivli police the same day.

Under the guidance of DCP Anand Bhoite (Zone XI), Senior

Inspector Maloji Shinde, Crime PI Millind Nagpure, and Cyber In-charge PSI Kalyan Patil initiated an investigation. The team traced the accused to Andheri and arrested the brothers.

Criminal background

During interrogation, police discovered that Jaikishan Singh has a serious criminal history, including multiple cases of cheating, Narcotic Drugs and Psychotropic Substances Act violations, and a 2023 murder case. He was released on bail. His younger brother, Bhagat Singh, also has four criminal cases, including cheating and NDPS Act violations.

Police said Jaikishan had

studied up to Std XII and had worked at a BPO in Malad. He is also known to be addicted to alcohol.

"It was Jaikishan who had posted the fake modelling advertisement on Instagram, which the complainant came across. That's how she fell victim," said a police officer from Borivli police station.

Both accused have been booked under relevant sections of the Bharatiya Nyaya Sanhita (BNS) and the IT Act and have been remanded to police custody. Police are verifying their digital and financial records and suspect the duo may have cheated several others using similar tactics.