# DEEPFAKE TECHNOLOGY AND CRIMINAL LIABILITY IN INDIA: ARE INDIA'S EXISTING CRIMINAL LAWS SUFFICIENT TO DEAL WITH AI-GENERATED DEEPFAKES?

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**ABSTRACT**

The rapid advancement of Artificial Intelligence has led to the emergence of deepfake technology, which enables the creation of highly realistic but fabricated audio, video and image content. While this technology offers several beneficial applications, its misuse has become a growing concern due to its potential to facilitate identity theft, financial fraud, online harassment, deepfake pornography and the spread of misinformation. The increasing use of deepfakes has raised important legal questions regarding accountability and the adequacy of existing criminal laws.

This paper examines the concept of deepfake technology and analyses its implications within the Indian legal framework. It evaluates the applicability of the Information Technology Act, 2000, the Bharatiya Nyaya Sanhita, 2023 and the Digital Personal Data Protection Act, 2023 in addressing offences committed through AI-generated content. The study also explores constitutional concerns relating to privacy, freedom of speech and protection of reputation. Further, it highlights the practical challenges faced in investigating and prosecuting deepfake-related offences, including issues of attribution, jurisdiction and digital evidence.

The paper concludes that although existing laws provide a foundation for addressing certain harms caused by deepfakes, they are not fully equipped to deal with the unique challenges posed by rapidly evolving AI technologies. Therefore, there is a need for a more comprehensive and technology-specific regulatory framework to effectively combat the misuse of deepfake technology in India.

**Keywords:** Deepfakes, Artificial Intelligence, Criminal Liability, Information Technology Act, Bharatiya Nyaya Sanhita, Cybercrime, Data Protection.

## Introduction

The rapid growth of Artificial Intelligence (AI) has transformed the way information is created, shared and consumed in the digital age. One of the most significant developments in this field is the emergence of deepfake technology, which enables the creation of highly realistic but fabricated audio, video and image content through the use of machine learning algorithms. While this technology has legitimate applications in entertainment, education and media production, its misuse has raised serious legal and ethical concerns across the world. Deepfakes can be used to imitate a person's appearance, voice or actions with such accuracy that it becomes difficult for an ordinary viewer to distinguish between genuine and manipulated content.

In recent years, India has witnessed a growing number of incidents involving AI-generated deepfakes, ranging from celebrity impersonation and financial fraud to the circulation of non-consensual intimate content and political misinformation. Such incidents not only affect individual privacy and reputation but also pose a threat to public trust, democratic processes and digital security. The increasing accessibility of AI tools has further amplified these risks, making the creation and dissemination of deepfake content easier than ever before.

Despite the growing threat posed by deepfakes, India does not currently have a dedicated legislation specifically dealing with AI-generated synthetic media. Instead, legal action against such activities is largely taken under existing provisions of the Information Technology Act, 2000, the Bharatiya Nyaya Sanhita, 2023, and other related laws. This raises an important legal question as to whether these existing criminal laws are adequate to address the unique challenges created by deepfake technology, including issues of identification of offenders, attribution of criminal intent, cross-border dissemination and evidentiary difficulties.

The present study seeks to examine the concept of deepfake technology and analyse the extent to which the current criminal law framework in India is capable of addressing offences committed through AI-generated content. It further evaluates the strengths and limitations of existing legal provisions and explores whether there is a need for a specific legislative framework to regulate deepfakes in India.

## Understanding Deepfake Technology

### Meaning and Evolution of Deepfakes

The term "deepfake" is derived from the combination of the words "deep learning" and "fake." It refers to digitally manipulated content created through artificial intelligence techniques that make a person appear to say or do something that never actually occurred. Deepfake technology relies on machine learning models, particularly deep neural networks, which are trained on large amounts of data such as photographs, videos and voice recordings. By analysing these datasets, the system learns the facial features, expressions, speech patterns and mannerisms of an individual and can then generate highly realistic synthetic content.

The development of deepfake technology can be traced to advancements in artificial intelligence and computer vision during the last decade. Initially, such technology was limited to research laboratories and required significant technical expertise. However, with the availability of open-source software, powerful computing resources and user-friendly applications, the creation of deepfakes has become accessible to the general public. As a result, what was once a sophisticated technological experiment has evolved into a widely available tool capable of producing convincing digital content within a short period of time.

### Types of AI-Generated Deepfakes

AI-generated deepfakes can take several forms depending on the nature of the manipulated content. The most common type is video deepfakes, where a person's face is digitally altered or superimposed onto another individual's body in a video. Audio deepfakes involve the cloning or imitation of a person's voice, enabling the creation of recordings that sound authentic despite being entirely fabricated. Image deepfakes consist of artificially generated or manipulated photographs that appear genuine to viewers. Another emerging category is real-time deepfakes, which allow facial or voice modifications to occur during live video calls, online meetings or digital broadcasts.

Each of these forms presents unique challenges for law enforcement authorities because they can be used to create false evidence, impersonate individuals and spread misleading information with a high degree of credibility.

## Growing Use and Misuse of Deepfake Technology

Deepfake technology has several legitimate applications. It is increasingly used in filmmaking, digital entertainment, advertising, education and accessibility services. For example, filmmakers can recreate historical figures, generate realistic visual effects and produce multilingual content through AI-based voice synthesis. Educational institutions and technology companies also utilise synthetic media for training, simulations and interactive learning experiences.

However, the misuse of deepfake technology has become a matter of serious concern. Deepfakes have been used to create fraudulent videos, manipulate public opinion, damage reputations and facilitate cybercrimes. One of the most alarming uses is the creation of non-consensual intimate content, where a person's face is digitally inserted into explicit material without consent. Deepfakes have also been employed in financial scams through voice cloning, enabling criminals to impersonate trusted individuals and deceive victims into transferring money or disclosing sensitive information. Furthermore, the spread of manipulated political content has raised concerns regarding electoral integrity and the ability of deepfakes to influence public perception.

As deepfake technology continues to advance, the distinction between authentic and fabricated content is becoming increasingly difficult to identify. This has created new legal and regulatory challenges, particularly in relation to criminal liability, privacy protection and the preservation of trust in digital communications.

## Deepfakes as an Emerging Criminal Threat

The increasing sophistication of deepfake technology has transformed it from a mere technological innovation into a potential tool for criminal activity. Unlike traditional forms of digital manipulation, deepfakes possess a high degree of realism, making it difficult for individuals, institutions and even law enforcement agencies to immediately detect fabricated content. The ability to create convincing audio, video and image-based representations of a person without their knowledge or consent has introduced new challenges for the criminal justice system. In many instances, deepfakes are capable of causing harm that extends beyond financial loss and directly affects an individual's privacy, dignity, reputation and personal security. Consequently, the misuse of deepfake technology has raised important questions

regarding criminal liability and the adequacy of existing legal safeguards in India.

**Identity Theft and Digital Impersonation**

One of the most common criminal uses of deepfake technology is identity theft and digital impersonation. By using publicly available photographs, videos and voice samples, an individual can create a convincing digital replica of another person and use it to deceive third parties. Such impersonation may be carried out for obtaining confidential information, gaining unauthorised access to accounts or falsely representing oneself as another individual for unlawful purposes.

From a legal perspective, identity theft through deepfakes presents a serious threat to an individual's right to privacy and personal identity. The victim may suffer reputational damage, financial loss and emotional distress despite having no involvement in the fabricated content. Since the deepfake creator intentionally assumes the identity of another person through technological means, questions of criminal responsibility arise under laws dealing with impersonation, cheating and fraudulent representation. The challenge, however, lies in identifying the actual creator and establishing the extent of their involvement in the offence.

**Financial Fraud and Cybercrime**

The misuse of deepfakes has also expanded the scope of financial fraud and cybercrime. Recent technological developments have enabled criminals to clone the voices of business executives, family members and public officials with remarkable accuracy. Such cloned voices may be used to instruct employees to transfer funds, authorise transactions or disclose sensitive information. Similarly, manipulated video recordings may be used to create a false impression of authority and induce victims to act upon fraudulent instructions.

The legal implications of such conduct extend beyond ordinary cybercrime because deepfakes increase the credibility of deception. Traditional fraud schemes often depend upon forged documents or misleading communications, whereas deepfakes create an appearance of authenticity that can significantly influence the victim's decision-making process. This not only complicates criminal investigations but also creates evidentiary challenges regarding the authenticity of digital communications presented before courts.

**Deepfake Pornography and Gender-Based Harm**

Perhaps the most disturbing use of deepfake technology is the creation of non-consensual intimate content. In such cases, a person's face is digitally superimposed onto explicit photographs or videos without their consent, resulting in the creation of fabricated sexual content. Women are disproportionately affected by this form of abuse, making deepfake pornography a significant issue from the perspective of gender justice and protection of dignity.

The harm caused by such content extends far beyond the digital sphere. Victims often experience social humiliation, emotional trauma, reputational damage and invasion of privacy. The fact that the content is artificially generated does not diminish the injury suffered by the victim, as viewers frequently perceive the material as genuine. From a legal standpoint, such acts raise concerns relating to privacy rights, sexual exploitation, cyber harassment and offences against the dignity of women. The emergence of deepfake pornography demonstrates how technological advancements can be misused in ways that existing legal frameworks may not have fully anticipated.

**Political Manipulation and Misinformation**

Deepfakes also pose a serious threat to democratic institutions and public discourse. AI-generated videos and audio recordings can be used to depict political leaders making statements they never made or engaging in conduct that never occurred. Such content can spread rapidly through social media platforms and influence public opinion before its authenticity can be verified.

The danger of political deepfakes lies in their ability to distort electoral processes, undermine public confidence and create confusion among voters. In a democratic society, informed decision-making depends upon access to accurate information. The deliberate creation and circulation of fabricated political content can therefore interfere with the integrity of elections and weaken public trust in institutions. Moreover, even when a deepfake is later exposed as false, the damage caused by its initial circulation may be difficult to reverse.

The growing use of deepfakes in political communication highlights the need for an effective legal response capable of balancing freedom of expression with the protection of democratic values. It also raises broader concerns regarding accountability in the digital age, particularly

where harmful content can be created anonymously and disseminated across jurisdictions within a matter of minutes.

The above forms of misuse demonstrate that deepfakes are no longer merely a technological concern but have evolved into a significant legal and criminal issue. Their potential to facilitate identity theft, financial fraud, sexual exploitation and political misinformation necessitates a careful examination of whether the existing criminal law framework in India is capable of adequately addressing the harms caused by AI-generated synthetic media.

**Constitutional and Legal Concerns**

The misuse of deepfake technology raises significant constitutional and legal concerns in India. Since deepfakes often involve the unauthorised use of a person's image, voice or identity, they directly affect fundamental rights protected under the Constitution. At the same time, regulating deepfakes requires a careful balance between individual rights and freedom of expression. The absence of a dedicated legal framework makes it necessary to examine how existing constitutional principles can be applied to address the challenges posed by AI-generated content.

**Right to Privacy under Article 21**

The Right to Privacy has been recognised as a fundamental right under Article 21 of the Constitution by the Supreme Court in *Justice K.S. Puttaswamy v. Union of India* (2017). Deepfakes often involve the creation and circulation of content using a person's likeness, voice or personal information without consent. Such acts amount to an intrusion into an individual's privacy and may cause serious personal and professional harm. In cases involving non-consensual intimate deepfakes, the violation becomes even more severe as it directly affects personal dignity, autonomy and bodily integrity.

**Freedom of Speech and Its Limitations**

Freedom of Speech and Expression under Article 19(1)(a) protects the right to create, share and access information. However, this right is not absolute and is subject to reasonable restrictions under Article 19(2) on grounds such as defamation, public order, decency, morality and the sovereignty and integrity of India. While some forms of synthetic media may be used for satire, artistic expression or education, deepfakes created for deception, fraud or harassment

cannot claim unlimited constitutional protection. Therefore, any regulatory framework governing deepfakes must strike a balance between protecting free expression and preventing harm.

**Personality Rights and Protection of Reputation**

Deepfakes frequently involve the unauthorised use of a person's identity, image, voice or reputation for purposes they never approved. Although personality rights are not expressly recognised in a specific statute, Indian courts have increasingly protected an individual's right to control the commercial and public use of their identity. Deepfakes that falsely portray a person engaging in certain acts or making certain statements can damage reputation and expose them to public ridicule. Such misuse not only affects individual dignity but may also give rise to legal claims relating to defamation, privacy violations and unauthorised exploitation of personality rights.

Thus, deepfakes present a unique challenge where multiple constitutional and legal interests intersect, requiring a balanced approach that protects both technological innovation and individual rights.

**Criminal Liability under the Information Technology Act, 2000**

Although the Information Technology Act, 2000 was enacted long before the emergence of deepfake technology, several of its provisions can be applied to offences committed through AI-generated content. Since India does not currently have a specific law regulating deepfakes, liability is largely determined through existing provisions dealing with identity theft, impersonation, privacy violations and obscene digital content.

**Section 66C: Identity Theft**

Section 66C penalises the fraudulent or dishonest use of another person's electronic signature, password or unique identification feature. Deepfakes frequently involve the unauthorised use of an individual's facial image, voice or digital identity to create misleading content. Where such synthetic content is used to impersonate another person, this provision may be invoked to establish criminal liability.

**Section 66D: Cheating by Personation**

Section 66D punishes cheating through personation by means of a computer resource or communication device. Deepfake videos and voice clones are increasingly being used to deceive individuals into sharing confidential information or transferring money. In such situations, the offender may be held liable for digitally impersonating another person with the intention to cheat.

**Section 66E: Violation of Privacy**

Section 66E criminalises the capture, publication or transmission of images of a private area of any person without consent. Although the provision does not specifically mention deepfakes, it may be relevant where AI-generated content invades an individual's privacy or portrays them in compromising situations without authorisation. The section provides an important safeguard against the misuse of personal images and likenesses.

**Sections 67 and 67A: Obscene and Sexually Explicit Deepfakes**

Sections 67 and 67A deal with the publication or transmission of obscene and sexually explicit material in electronic form. These provisions are particularly relevant in cases involving deepfake pornography, where a person's face is digitally inserted into explicit content without consent. Such conduct can attract criminal liability irrespective of the fact that the content is artificially generated rather than real.

**Intermediary Liability under Section 79**

Section 79 provides conditional protection, commonly known as "safe harbour", to intermediaries such as social media platforms and online service providers. However, this protection is available only when intermediaries exercise due diligence and comply with legal obligations. If a platform fails to act against unlawful deepfake content after receiving knowledge of its existence, it may lose the benefit of safe harbour protection and become liable under applicable law.

While these provisions offer certain remedies against deepfake-related offences, they were not specifically designed to address AI-generated synthetic media. As a result, issues such as attribution of liability, rapid dissemination and technological sophistication continue to present

significant legal challenges.

**Criminal Liability under the Bharatiya Nyaya Sanhita, 2023**

The Bharatiya Nyaya Sanhita, 2023 (BNS) does not specifically recognise deepfakes as a separate offence. However, various provisions of the Sanhita can be applied where AI-generated content is used to deceive, defraud, defame or harm individuals. Since deepfakes are capable of causing real-world consequences despite being artificially generated, existing criminal offences under the BNS play an important role in determining liability.

**Deepfakes and the Offence of Forgery**

Deepfakes are often created with the intention of presenting false content as genuine. Where an AI-generated video, image or audio recording is used as if it were authentic, it may amount to forgery. Such fabricated content can be used to create false evidence, manipulate records or mislead individuals and authorities. Although traditional forgery provisions were drafted with physical and electronic documents in mind, they may also extend to deceptive synthetic media intended to cause harm or gain an unlawful advantage.

**Cheating and Fraudulent Representation**

Deepfake technology can be used to impersonate individuals and induce others to act on false information. AI-generated voice clones and manipulated videos are increasingly being used in financial scams, business frauds and online deception. Where a person intentionally uses deepfake content to deceive another and obtain a wrongful gain or cause wrongful loss, liability may arise under the provisions relating to cheating and fraudulent representation.

**Defamation Through AI-Generated Content**

One of the most significant risks associated with deepfakes is reputational harm. A fabricated video or audio recording may falsely depict a person making controversial statements or engaging in conduct that never occurred. The circulation of such content can damage an individual's social standing, professional career and public image. In such cases, criminal defamation provisions under the BNS may be invoked against the creator or distributor of the deepfake content.

### Offences Affecting the Dignity of Women

Deepfake technology has been widely misused to create non-consensual intimate images and videos targeting women. Such content violates a woman's dignity, privacy and personal autonomy, often causing severe psychological and social harm. Depending on the nature of the act, the offender may be held liable under provisions relating to insulting the modesty of a woman, sexual harassment, voyeurism or other offences intended to protect women's dignity and safety. The increasing use of deepfakes in gender-based abuse highlights the need for stronger legal safeguards and effective enforcement mechanisms.

Although the BNS provides a basis for prosecuting many deepfake-related offences, its provisions were not specifically designed to address the unique challenges posed by AI-generated content. Consequently, questions relating to detection, attribution and proof of authorship continue to remain significant obstacles in the effective enforcement of criminal law.

### Role of the Digital Personal Data Protection Act, 2023

The Digital Personal Data Protection Act, 2023 (DPDP Act) represents an important step towards protecting personal information in the digital age. Although the Act does not specifically address deepfakes, its provisions become relevant where AI-generated content is created using an individual's personal data without consent. Since deepfake technology often relies on photographs, videos and voice samples collected from online platforms, data protection principles play a significant role in preventing misuse.

### Consent and Use of Personal Images

A fundamental principle of the DPDP Act is that personal data should generally be processed only with the consent of the individual concerned. Deepfakes are frequently created by using a person's photographs, videos or voice recordings without their knowledge or permission. Such unauthorised use undermines an individual's control over their personal information and may amount to a violation of the consent-based framework established under the Act.

### Protection of Personal and Biometric Data

Deepfake systems often rely on personal identifiers such as facial features, voice patterns and

other biometric characteristics. These attributes form an essential part of an individual's digital identity and, if misused, can facilitate impersonation, fraud and privacy violations. The DPDP Act seeks to strengthen the protection of personal data and encourages responsible handling of information that may be exploited for creating synthetic media.

**Relevance of Data Protection in Deepfake Regulation**

While criminal laws primarily address the consequences of deepfake misuse, data protection law focuses on preventing unauthorised collection and use of personal information at an earlier stage. In this sense, the DPDP Act complements existing criminal provisions by promoting accountability in data processing and safeguarding individual privacy. Although it is not a complete solution to the deepfake problem, it provides an important legal foundation for addressing the misuse of personal data in the creation of AI-generated content.

**Challenges in Prosecuting Deepfake Offences**

Despite the availability of certain legal provisions under the Information Technology Act, 2000 and the Bharatiya Nyaya Sanhita, 2023, the prosecution of deepfake-related offences remains a complex task. The rapidly evolving nature of artificial intelligence, coupled with the ease of creating and disseminating synthetic content, presents several practical and legal challenges for investigators and courts.

**Difficulty in Identifying the Creator**

One of the biggest challenges in deepfake cases is identifying the person responsible for creating or circulating the content. Deepfakes can be generated anonymously using readily available software and shared through multiple online platforms. The use of fake accounts, encrypted services and virtual private networks often makes it difficult for law enforcement agencies to trace the actual offender.

**Cross-Border Nature of Deepfake Crimes**

Deepfake content can be created in one country, uploaded from another and viewed across the world within minutes. This cross-border nature of digital offences creates jurisdictional difficulties and often requires cooperation between multiple countries. Differences in legal frameworks and enforcement mechanisms can further delay investigation and prosecution.

### Evidentiary and Forensic Challenges

The highly realistic nature of deepfakes makes it difficult to distinguish fabricated content from genuine recordings. Investigators frequently require specialised forensic tools and expert assistance to determine whether a video, image or audio file has been manipulated. Establishing authenticity and proving the involvement of a particular individual can therefore become a significant evidentiary challenge before courts.

### Absence of a Dedicated Deepfake Law

India currently does not have a specific legislation dealing exclusively with deepfake technology. Existing laws are applied by interpreting provisions relating to fraud, impersonation, privacy violations and defamation. While these provisions provide some protection, they were not drafted with AI-generated synthetic media in mind. As a result, gaps remain in areas such as definition, liability, enforcement and victim protection, highlighting the need for a more comprehensive legal framework.

These challenges demonstrate that the issue of deepfakes is not merely technological but also legal and procedural, requiring continuous adaptation of the criminal justice system to emerging forms of digital harm.

### Are India's Existing Criminal Laws Sufficient?

The existing legal framework in India provides certain mechanisms to address offences committed through deepfake technology. Provisions relating to identity theft, cheating, privacy violations, obscenity and defamation enable authorities to take action against many forms of deepfake misuse. However, the absence of a law specifically designed for AI-generated synthetic media raises concerns regarding the effectiveness of the current framework in dealing with emerging technological threats.

### Strengths of the Present Legal Framework

The Information Technology Act, 2000 and the Bharatiya Nyaya Sanhita, 2023 provide a legal basis for prosecuting various harms caused by deepfakes. Offences involving impersonation, fraud, non-consensual intimate content and reputational damage can be addressed through existing statutory provisions. In addition, constitutional protections relating to privacy and

dignity further strengthen the rights of victims affected by deepfake misuse.

**Legislative and Enforcement Gaps**

Despite these protections, significant gaps remain. Current laws do not define the term "deepfake" or specifically regulate the creation and dissemination of AI-generated content. Investigative agencies often face difficulties in identifying offenders, establishing authorship and collecting reliable digital evidence. The rapid advancement of artificial intelligence has created situations that were not fully contemplated when these laws were enacted.

**Need for Specific Deepfake Regulation**

Given the unique nature of deepfake technology, there is a strong case for introducing a dedicated legal framework. Such legislation could provide a clear definition of deepfakes, establish specific offences and penalties, clarify intermediary responsibilities and strengthen mechanisms for victim protection. A targeted regulatory approach would help address existing gaps while ensuring that technological innovation continues within appropriate legal boundaries.

Therefore, while India's existing criminal laws offer a foundation for addressing deepfake-related harms, they may not be fully sufficient to deal with the complex challenges posed by increasingly sophisticated AI-generated content.

**Comparative Perspective: Lessons from Foreign Jurisdictions**

As deepfake technology has emerged as a global challenge, several jurisdictions have taken steps to regulate AI-generated content through dedicated laws and regulatory frameworks. Examining these approaches provides useful insights for India in developing an effective response to deepfake-related harms.

**United States**

The United States does not have a comprehensive federal law governing deepfakes. However, several states have enacted legislation targeting specific forms of deepfake misuse, particularly non-consensual intimate content and election-related misinformation. This approach recognises the harms caused by deepfakes while attempting to balance regulation with the

constitutional protection of free speech under the First Amendment.

**European Union AI Act**

The European Union has adopted a risk-based approach through the AI Act. The Act requires transparency in relation to AI-generated content and mandates that certain synthetic media be clearly disclosed as artificially generated. By emphasising accountability, transparency and user awareness, the EU framework seeks to reduce the risks associated with deceptive AI content while encouraging responsible innovation.

**China's Deep Synthesis Regulations**

China has introduced one of the most specific regulatory frameworks for deepfakes through its Deep Synthesis Regulations. The regulations require AI-generated content to be appropriately labelled and prohibit the creation or dissemination of synthetic media that may mislead the public or threaten public interests. Service providers are also required to implement verification and monitoring mechanisms to prevent misuse.

The experiences of these jurisdictions demonstrate that deepfake regulation is increasingly moving towards transparency obligations, platform accountability and clear legal standards. India can draw valuable lessons from these models while developing a framework that aligns with its constitutional values and legal system.

**Conclusion and Recommendations**

The study examined the growing threat posed by deepfake technology and assessed whether India's existing criminal laws are capable of addressing offences committed through AI-generated content. While current legal provisions offer certain remedies, the rapid advancement of artificial intelligence has exposed several gaps in the existing framework, particularly in relation to detection, attribution and regulation of synthetic media.

**Findings of the Study**

The research finds that provisions under the Information Technology Act, 2000 and the Bharatiya Nyaya Sanhita, 2023 can be applied to many deepfake-related offences, including identity theft, cheating, defamation, privacy violations and the circulation of obscene content.

However, these laws were not specifically enacted to deal with AI-generated deepfakes and therefore provide only a partial solution to the problem.

**Suggested Legal Reforms**

There is a need for a more comprehensive legal framework that specifically addresses deepfake technology. Such reforms may include a statutory definition of deepfakes, clear rules regarding criminal liability, stronger obligations for digital platforms, improved forensic capabilities and faster mechanisms for removal of harmful content. Public awareness and digital literacy initiatives should also be encouraged to reduce the impact of misinformation and online deception.

**Future of Deepfake Regulation in India**

As artificial intelligence continues to evolve, the misuse of deepfake technology is likely to become more sophisticated and widespread. Consequently, India's legal framework must adapt to emerging technological realities while balancing innovation, freedom of expression and the protection of individual rights. A proactive and technology-sensitive regulatory approach will be essential to effectively address the challenges posed by AI-generated synthetic media in the years ahead.

In conclusion, although India's existing criminal laws provide a foundation for tackling deepfake-related harms, they are not entirely sufficient to address the unique and evolving challenges created by artificial intelligence. A dedicated and forward-looking regulatory framework is therefore necessary to ensure effective protection against the misuse of deepfake technology.

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