



Press Release

31.01.2024

Directorate of Enforcement (ED) has conducted search operations under the provisions of Prevention of Money Laundering Act (PMLA), 2002 on 23.01.2024 and 24.01.2024 at the business premises of Highrich Online Group companies in Thrissur and the residences of two company directors. Search was also conducted in the premises of M/s Gipra Business Solution P Ltd., Kochi which were maintaining the software and records for the Highrich Online Group. During the search operations, movable properties worth Rs. 212.45 Crore in the form of FDs and Bank deposits by M/s. Highrich Smartech P Ltd, M/s. Highrich Online Shoppe Pvt. Ltd., its promoters & associated companies were recovered and frozen under the provisions of PMLA, 2002.

ED initiated investigation on the basis of FIRs registered by Kerala Police under the provisions of Section 420 of IPC, 1860 & multiple complaints received against Highrich Groups and its Directors. During the search operation, Chief Operating Officer and the Marketing Manager of the said group were confronted with the facts regarding the irregularities committed by them through their Multi-Level Marketing Ponzi scheme and the complaint that they had obtained pecuniary advantage by cheating public to the tune of Rs. 1157.32 Crore, by luring them into a fraudulent MLM Scheme. Money so collected has been majorly utilized for redistribution to members as incentive/commission in typical Ponzi scheme format. Rest of the money has been siphoned off by the accused company and promoters.

ED investigation also revealed that M/s. Highrich Smartech P. Ltd. claims to be engaged in promoting and trading Crypto currency to do business at international level. However, till date no exchange has been formed and the Company had collected advance amount of Rs.20 Crore from the customers with an intention to make unjust profit by convincing the customers to invest in their HR Crypto Currency on the promise of exorbitant interests and annual profits. Further, incentives were also promised on introduction of new customers.

Further investigation is under progress.