

Business Line

MouthShut.com deletes fake profiles

Mumbai, Dec. 12

MouthShut.com has deleted about 4,100 fake profiles after the user generated content company noticed that certain members posted fake reviews. Some members were posting overtly positive reviews to promote certain brands and writing negative reviews that damage the reputation of rivals. Also on the radar were members who were posting negative comments and not useful ratings to positive reviews of rival brands, the company said in a statement. "These profiles were deleted by MouthShut team after a thorough investigation and background checks. The profiles were identified on the basis of certain characteristics for which they were suspected. The addition of a new feature to report members directly by other members in the MouthShut community supplemented the entire identification process," said MouthShut.com Founder and Chief Executive Officer Faisal Farooqui. — **Our Bureau**