

“Don’t Get Scammed FM”: Chabuddy G Teams Up with Remitly to Expose the Risks of Hawala and Unregulated Transfers

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In a world where financial scams are becoming increasingly sophisticated, Remitly is teaming up with legendary pirate radio personality and on-screen hustler Chabuddy G to launch *Don’t Get Scammed FM* – a new radio station broadcasting scam awareness with a side of Bhangra.

Broadcasting from the back of a van, the new campaign sees Chabuddy G step into his reformed “ex-scammer” era, using his unique brand of comedy to unpack the very real risks of informal money transfer systems like hawala. Co-hosting with personal finance guru Bola Sol, the station explores how unregulated channels leave senders vulnerable to scams, money laundering, and significant financial losses.

The launch comes as new Remitly research reveals nearly a third of Brits (32%) have used or would consider using a hawala network – despite many being aware of the risks. In South Asian communities, reliance on hawala remains particularly high: one in four (25%) still use informal networks, and almost 1 in 5 (19%) know someone who’s lost money using hawala, with some losses exceeding £10,000.

This campaign is more than just entertainment. It’s part of Remitly’s broader effort

to expand financial education and promote secure, regulated services for those sending money abroad. Through *Don't Get Scammed FM*, listeners hear firsthand from scam victims like Samson and Manika – people who believed they were helping family, only to end up defrauded or facing potential legal consequences.

Alongside expert commentary from Remitly's Chief Legal and Corporate Affairs Officer, Saema Somalya, and practical advice from Bola Sol, the radio show blends real stories with financial know-how – all against a soundtrack of carefully curated tracks. The message? You deserve to send money with peace of mind.

"Whether you call it hawala or 'a mate who knows a guy', the risks are real," **said Chabuddy G, aka Asim Chaudhry.** *"I've seen people lose serious cash thinking they were helping their family. That's why I wanted to do what I do best and take to the airwaves—educate people, keep their money safe, and drop some Bhangra bangers while I'm at it."*

"*At Remitly, we believe sending abroad should be safe, simple, and secure,"* **added Saema Somalya, Chief Legal and Corporate Affairs Officer at Remitly.** *"Partnering with Chabuddy G helps us expand the reach of our financial education work in the UK in a way that's entertaining and effective. For many, transferring money isn't just a financial transaction – it's an act of care, and we want our customers to feel confident and protected every step of the way."*

Building on our commitment to financial inclusion. This campaign builds on Remitly's ongoing commitment to promoting trust and safety in the UK. In 2024, we launched resources such as our Financial Terms Glossary and Trust & Safety Center, alongside targeted initiatives – including our Valentine's Day campaign on romance scams. At the heart of these efforts is a simple belief: when customers are equipped with clear, relevant information, they're empowered to make safer, more informed choices for themselves and their loved ones.

To listen in and learn more about sending money safely, visit Don't Get Scammed FM