

## Ducky Bhai Detained at Lahore Airport

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— Categories: *Crime*

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LAHORE – Popular YouTuber Saadur Rehman, better known by his online alias *Ducky Bhai*, has been detained at Lahore Airport by the National Cyber Crime Investigation Agency (NCCIA) amid an ongoing probe into alleged promotion of illegal gambling applications.

The social media personality, who has built a following of millions across YouTube and other platforms, was attempting to leave Pakistan on Sunday when immigration officials stopped him during routine checks. Authorities confirmed that his name had been placed on the Provisional National Identification List (PNIL), preventing his departure and resulting in his immediate detention.

According to officials, the NCCIA has been investigating Rehman for using his popular online platforms to endorse gambling applications not registered in Pakistan. The allegations surfaced earlier this year after clips of him promoting betting apps gained traction on social media, prompting scrutiny over his role in influencing young audiences.

Investigators claim that several of his videos directed followers toward these platforms, resulting in financial losses for viewers who invested money based on his endorsements.

While the agency has not yet released a detailed breakdown of complaints, legal sources confirmed that the case against Rehman was registered under FIR No. 196/2025.

Following his detention, Rehman was presented before a local court in Lahore. The NCCIA requested a two-day physical remand to conduct further questioning, which was granted by the duty judicial magistrate. The court ordered that he be produced again on August 19, with instructions for the agency to submit a complete report at the next hearing.

Rehman is being represented by lawyer Zain Ali Qureshi, though neither he nor his client has issued a public statement regarding the case. NCCIA officials have confirmed that the investigation remains active and indicated that additional information may emerge during questioning.

The case highlights growing concerns about the promotion of unregulated online gambling in Pakistan. Officials argue that endorsements from high-profile influencers amplify risks for ordinary users, many of whom are drawn to such platforms without understanding the legal and financial consequences.

This is not the first time Rehman has faced legal scrutiny. Earlier in 2025, he attracted significant criticism after a viral video showed him driving recklessly on a motorway with his feet on the steering wheel, appearing to nap while the car remained in motion on autopilot.

The incident prompted the National Highways and Motorway Police (NHMP) to release a public awareness campaign warning drivers against such stunts. In that case, the Lahore High Court granted Rehman protective bail, but the controversy reinforced concerns about the conduct of social media influencers and the impact of their actions on impressionable followers.

Ducky Bhai's case reflects a larger debate in Pakistan over the accountability of digital personalities. With online influencers holding vast reach among young audiences, their endorsements can carry significant weight. Regulators and enforcement agencies argue that when such influence is used to promote unregulated or illegal services, the consequences can be severe, both financially and socially.

The NCCIA has emphasized its commitment to curbing cybercrime and online fraud, particularly in the fast-growing sector of digital finance and gaming. Officials state that

cases like this one will set a precedent for future regulation of online endorsements in Pakistan.

Legal experts note that while cybercrime enforcement is essential, ensuring due process and safeguarding the rights of the accused are equally critical. Rehman's detention, investigation, and eventual trial will likely draw scrutiny from both supporters and critics, highlighting the tension between freedom of expression and regulation of online content.

As the case proceeds, questions will remain over how Pakistan balances digital freedom with protecting citizens from the risks of unregulated financial platforms. For now, Rehman's future in the country's digital landscape appears uncertain, with both his reputation and career under significant pressure.