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* **IN THE HIGH COURT OF DELHI AT NEW DELHI**
+ **CS(COMM) 960/2025**

ABHISHEK BACHCHAN

.....Plaintiff

Through:

Mr. Pravin Anand, Mr. Ameet Naik,
Ms. Madhu Gadodia, Mr. Dhruv
Anand, Ms. Udit Patro, Ms. Nimrat
Singh, Ms. Deevesha Tudekar, Mr.
Dhananjay Khanna & Ms. Aayushi
Udani, Advocates.

Versus

THE BOLLYWOOD TEE SHOP & ORS.

.....Defendants

Through:

Ms. Shruttima Ehersa, Mr. Rohan
Ahuja, Ms. Devangini Rai, Ms.
Aiswarya Debadarsini, Ms. Diya
Viswanath & Ms. Jahanvi Agarwal,
Advocates for D-15.

CORAM:

HON'BLE MR. JUSTICE TEJAS KARIA

ORDER
10.09.2025

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I.A. No.22281/2025 (Exemption from pre-institution Mediation)

1. This is an Application filed by the Plaintiff seeking exemption from instituting pre-litigation Mediation under Section 12A of the Commercial Courts Act, 2015 (“CC Act”).
2. As the present matter contemplates urgent interim relief, in light of the judgment of the Supreme Court in *Yamini Manohar v. T.K.D. Krithi*, 2023 SCC OnLine SC 1382, exemption from the requirement of pre-institution Mediation is granted.

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3. The Application stands disposed of.

I.A. No.22279/2025 (Exemption)

4. Exemption is allowed, subject to all just exceptions.

5. The Application is disposed of.

I.A. No.22280/2025 (Extension of time to file Court Fees)

6. The present Application has been filed by the Plaintiff under Section 149 read with Section 151 of the Code of Civil Procedure, 1908 (“CPC”), seeking exemption from payment of Court Fees at the time of the filing of the Suit.

7. Considering the submissions made in the present Application, time of two weeks is granted to deposit the Court Fees.

8. The Application stands disposed of.

IA No.22278/2025 (O-XI R-1(4) of the Code of Civil Procedure, 1908)

9. The present Application has been filed on behalf of the Plaintiff under Order XI Rule 1(4) of the CPC as applicable to Commercial Suits under the CC Act seeking leave to place on record additional documents.

10. The Plaintiff is permitted to file additional documents in accordance with the provisions of the CC Act and the Delhi High Court (Original Side) Rules, 2018.

11. Accordingly, the Application stands disposed of.

I.A. No.22282/2025 (Extension of time for filing the Certificate under Section 63(4)(c) of the Bharatiya Sakshya Adhiniyam, 2023)

12. This is an Application filed by the Plaintiff under Section 151 of the CPC seeking extension of time for filing the requisite Certificate under Section 63(4)(c) of the Bhartiya Sakshya Adhiniyam, 2023.

13. The Plaintiff shall file the relevant Certificate within a period of four weeks.

14. Accordingly, the Application is allowed in the aforesaid terms.



I.A. No.22283/2025 (for exemption from giving written notice to the government authority)

15. This is an Application filed by the Plaintiff under Section 80(2) read with Section 151 of the CPC seeking exemption from serving prior notice under Section 80 of the CPC to Defendant No. 16, i.e., the Ministry of Electronics and Information Technology and Defendant No. 17, i.e., Department of Telecommunications.

16. For the reasons stated in the Application, the same is allowed.

17. The Application stands disposed of.

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18. Let the Plaint be registered as a Suit.

19. Issue Summons. The learned Counsel for Defendant No. 15 accepts Summons for Defendant No. 15. The learned Counsel for Defendant No. 15 submits that Defendant Nos. 10 to 14 have been impleaded through Defendant No. 15 and their address mentioned in the Plaint is the same as that of Defendant No. 15, which is incorrect. The learned Counsel for Defendant No. 15 further submits that Defendant No. 15 shall provide all the available Basic Subscriber Information of Defendant Nos. 10 to 14, including their addresses, contact numbers and email addresses. Let the same be provided within a period of 7 days. Upon receipt of the said details, the learned Counsel for the Plaintiff shall file an amended Memo of Parties.

20. Let the Summons be served on Defendant Nos. 1 to 9, 16 and 17 through all permissible modes upon filing of the Process Fees. Let Summons be served to Defendant Nos. 10 to 14 at the correct address of Defendant Nos. 10 to 14 through all permissible modes, once the amended Memo of Parties is filed by the Plaintiff.

21. The Summons shall state that the Written Statement(s) shall be filed by the Defendant(s) within 30 days from the date of the receipt of Summons. Along with the Written Statement(s), the Defendant(s) shall also file an



Affidavit of Admission / Denial of the documents of the Plaintiff, without which the Written Statement(s) shall not be taken on record.

22. Liberty is granted to the Plaintiff to file Replication(s), if any, within 30 days from the receipt of the Written Statement(s). Along with the Replication(s) filed by the Plaintiff, an Affidavit of Admission / Denial of the documents of Defendant(s) be filed by the Plaintiff, without which the Replication(s) shall not be taken on record.

23. In case any Party is placing reliance on a document, which is not in their power and possession, its details and source shall be mentioned in the list of reliance, which shall also be filed with the pleadings.

24. If any of the Parties wish to seek inspection of any documents, the same shall be sought and given within the prescribed timelines.

25. List before the learned Joint Registrar on 07.11.2025 for completion of service and pleadings.

I.A. No.22277/2025 (for seeking discovery, production & inspection of Defendants' documents)

26. This Application has been filed by the Plaintiff under Order XI Rules 1, 3 and 5 of the CPC as amended by the CC Act read with Section 151 of the CPC, seeking discovery, production and inspection of the Defendants' documents.

27. Issue Notice. The learned Counsel for Defendant No. 15 accepts Notice.

28. Let Notice be served on Defendant Nos. 1 to 9, 16 and 17 through all permissible modes upon filing of the Process Fees. Let Notice be served to Defendant Nos. 10 to 14 at the correct address of Defendant Nos. 10 to 14 through all permissible modes, once the amended Memo of Parties is filed by the Plaintiff.



29. Let the Reply to the Application be filed within a period of four weeks from date. Rejoinder thereto, if any, be filed within a period of two weeks thereafter.

I.A. No.22276/2025 (u/O XXXIX R-1&2 CPC)

30. Issue Notice. The learned Counsel appearing for Defendant No. 15 accepts Notice.

31. Let Notice be served on Defendant Nos. 1 to 9, 16 and 17 through all permissible modes upon filing of the Process Fees. Let Notice be served to Defendant Nos. 10 to 14 at the correct address of Defendant Nos. 10 to 14 through all permissible modes, once the amended Memo of Parties is filed by the Plaintiff.

32. The present Suit has been filed by the Plaintiff, *inter alia*, seeking permanent injunction restraining infringement of trademarks, copyright, performer's right, misappropriation of personality / publicity rights, unfair competition and passing off.

33. Mr. Pravin Anand, the learned Counsel for the Plaintiff made the following submissions:

33.1 The Plaintiff is one of the celebrated and recognized actors, film producers, and entrepreneurs. Over the years, the Plaintiff has built a brand of himself, wherein the public associates both 'trust' and 'quality' with the Plaintiff as also with every brand that the Plaintiff endorses. On account of his work, the Plaintiff has generated extensive goodwill and recognition. In order to protect and preserve his goodwill and reputation, the Plaintiff is extremely cautious about which brands and / or products he endorses. The Plaintiff ensures that he endorses a product only after carrying out a thorough background check of the brand, its perception in the minds of the public and other relevant factors.

33.2 On account of his reputation, the Plaintiff's Personality Rights, which include the Plaintiff's name, image, likeness, signature and all other elements



of the Plaintiff's persona have acquired a unique distinctiveness and due to their inimitable nature, they also have a huge commercial value associated with them. Any third party found using any of the above stated elements of the Plaintiff's persona is bound to cause confusion and deception amongst the general public regarding affiliation with / sponsorship by the Plaintiff.

33.3 Therefore, no one is entitled to utilize and / or misappropriate and / or imitate any facet of the Plaintiff's personality, including but not limited to his name, image, likeness, signature and any other distinctive elements that are uniquely associated with the Plaintiff and / or exploit the same commercially in any manner whatsoever without the consent and / or express authorization of the Plaintiff.

33.4 Defendant No. 1 operates and maintains a website accessible at '<https://bollywoodteeshop.com/>', which unauthorizedly sells T-shirts, in the name of the Plaintiff and displaying his photograph / image in a prominent manner. Defendant No. 1's infringing products are also available on various e-commerce platforms.

33.5 Defendant No. 2 operates and maintains a website accessible at '<https://www.teepublic.com/stickers?query=abhishek+bachchan>', which unauthorizedly sells stickers in the name of the Plaintiff which bear his name / photograph / image in a prominent manner.

33.6 Defendant No. 3 is an entity called Ice Poster, operating the website '<https://www.iceposter.com/>', which is involved in selling infringing signed posters on its website, with the name / photographs of the Plaintiff.

33.7 Defendant No. 4 operates and maintains a website accessible at '[https://toppixautographs.com/products/abhishekbachchan-signed-8x10-photo-video-proof-](https://toppixautographs.com/products/abhishekbachchan-signed-8x10-photo-video-proof-3?srltid=AfmBOoo7sUBGieLz0Vq2OYg_eXpSmHdIo3aW969UXP7V1_LUsIeo5j6A)

[3?srltid=AfmBOoo7sUBGieLz0Vq2OYg_eXpSmHdIo3aW969UXP7V1_LUsIeo5j6A](https://toppixautographs.com/products/abhishekbachchan-signed-8x10-photo-video-proof-3?srltid=AfmBOoo7sUBGieLz0Vq2OYg_eXpSmHdIo3aW969UXP7V1_LUsIeo5j6A)', wherein infringing signed posters with the name / photographs



of the Plaintiff are sold. Defendant No. 4's products are also available on e-commerce platforms, such as Amazon.

33.8 Defendant No. 5 operates and maintains a website accessible at '<https://wallpapercave.com/abhishek-bachchan-wallpapers>', which is found to be providing unauthorized and infringing wallpapers with the name / photographs of the Plaintiff through its website.

33.9 Defendant No. 6 operates and maintains a website accessible at '<https://wallpapers.com/abhishek-bachchan>', which is found to be providing unauthorized and infringing wallpapers with the name / photographs of the Plaintiff through their website.

33.10 Both Defendant Nos. 5 and 6 are unauthorizedly engaged in making infringing wallpapers available for download and the said Defendants are making unjust commercial gains through dissemination of the infringing wallpapers by way of advertisement revenue and premium subscriptions of their platforms.

33.11 Defendant No. 7 is engaged in selling infringing and unauthorized signed posters with the name / photographs of the Plaintiff on e-commerce platforms, claiming that the said posters have been signed by the Plaintiff.

33.12 Defendant No. 8 is involved in selling infringing and unauthorized mugs with the name / photographs of the Plaintiff on e-commerce platforms. The said infringing product of Defendant No. 8 is available at '<https://www.amazon.com/Shamrock-Solutions-Abhishek-Bachchan-Ceramic/dp/B0D3DSMSHZ>'.

33.13 Defendant No. 9 is an e-commerce platform that offers for sale various infringing articles such as coffee mugs and T-Shirts to the customers without the Plaintiff's authorization, thereby violating the Plaintiff's Personality Rights. Defendant No. 9 has provided a platform, which facilitates third party entities to advertise, offer for sale and sell products that infringe the Plaintiff's



Personality Rights. Defendant No. 9 is profiting from the availability and / or sale of such infringing products on its platform.

33.14 Defendant No. 10 is a YouTube channel, which is accessible at ‘<https://www.youtube.com/@aimh39>’ and engaged in creating AI generated content using the Plaintiff’s name, image, likeness and other attributes of his personality in an unauthorized manner.

33.15 Defendant No. 11 is a YouTube channel, which is accessible at ‘<https://www.youtube.com/@EatWithCelebrities>’ and is unauthorizedly engaged in creating AI generated content using the Plaintiff’s name, image, likeness and other attributes of his personality.

33.16 Defendant No. 12 is a YouTube channel, which is accessible at ‘<https://www.youtube.com/@Enjoywithcelebrities>’ and is creating AI generated content using the Plaintiff’s name, image, likeness and other attributes of his personality in an unauthorized manner.

33.17 Defendant No. 13 is a YouTube channel, which is accessible at ‘<https://www.youtube.com/watch?v=nDZQaOnLXl8>’ and is unauthorizedly involved in creating unsavoury AI generated content using the Plaintiff’s name, image, likeness and other attributes of his personality.

33.18 Defendant No. 14 is a YouTube channel, which is accessible at ‘<https://www.youtube.com/watch?v=1YwilF4IMqE>’ and is engaged in creating unsavoury AI generated content using the Plaintiff’s name, image, likeness and other attributes of his personality in an unauthorized manner.

33.19 Defendant No. 15 is Google LLC, which owns the tool ‘YouTube’, where the infringing videos shared by Defendant Nos. 10 to 14 and 18 are made available.

33.20 Defendant Nos. 16 and 17 i.e., the Ministry of Electronics and Information and Technology and the Department of Technology, Government of India, are proforma Defendants, who have been impleaded to facilitate the implementation of the orders of this Court.



33.21 The Plaintiff also joined unknown Defendants as Defendant NO. 18 whose names, addresses and / or constitution are presently unknown to the Plaintiff and are referred to as ‘John Doe’ and / or ‘Ashok Kumar’. The Plaintiff seeks relief of interim injunction against Defendant No. 18 restraining unknown persons from violating the Plaintiff’s Personality Rights.

33.22 The details of the misuse of the Plaintiff’s Personality Rights by Defendant Nos. 1 to 14, and 18 are as under:

S. No.	Category	Defendant(s)
1.	Sale of products with images / name / signature of the Plaintiff.	1 to 9, and 18
2.	Generating images of the Plaintiff with other celebrities by the use of technology (including Artificial Intelligence).	10, to 12 and 18
3.	Creating inappropriate / sexually explicit content of the Plaintiff by the use of technology (including Artificial Intelligence).	13, 14 and 18

33.23 The entire business model of Defendant Nos. 1 to 14 and 18 is designed to illegally monetize the Plaintiff’s persona / likeness for their personal gain. Such infringing activities are without the Plaintiff’s consent and the Plaintiff is also uncertain of the quality of goods and / or services being provided by way of such infringing activities. In the context of merchandise / goods, inferior quality would mean a further debasement of the goodwill and reputation that the Plaintiff has carefully garnered over the last many years.



Such usage may also conflict with the Plaintiff's existing contractual obligations with third party entities with whom the Plaintiff has signed endorsement deals.

33.24 Additionally, the usage of the name of the Plaintiff to host explicit videos / images or portraying the Plaintiff in an obscene setting is prejudicial to the Plaintiff's reputation.

33.25 The Plaintiff has suffered incalculable loss to his goodwill and reputation on account of infringement of his Publicity / Personality Rights, which also amounts to Passing Off.

33.26 In **Anil Kapoor v. Simply Life India**, 2023 SCC OnLine Del 6914, this Court observed that a celebrity's right of endorsement acts as a major source of livelihood for the celebrity and any attribution of their persona without their consent is impermissible in law. The Court held as under:

“38. Fame can come with its own disadvantages. This case shows that reputation and fame can transcend into damaging various rights of a person including his right to livelihood, right to privacy, right to live with dignity within a social structure, etc. There can be no doubt that free speech in respect of a well-known person is protected in the form of right to information, news, satire, parody that is authentic, and also genuine criticism. However, when the same crosses a line, and results in tarnishment, blackening or jeopardises the individual's personality, or attributes associated with the said individual, it would be illegal.

39. There can be no justification for any unauthorised website or platform to mislead consumers into believing that they are permitted to collect fee by incorrectly portraying that they can bring the Plaintiff as a motivational speaker. Using a person's name, voice, dialogues, images in an illegal manner, that too for commercial purposes, cannot be permitted.

40. The celebrity's right of endorsement would in fact be a major source of livelihood for the celebrity, which cannot be destroyed completely by permitting unlawful dissemination and sale of merchandise such as t-shirts, magnets, key chains, cups, stickers, masks, etc. bearing the face or attributes of their persona on it without their lawful authorisation.”



33.27 In ***Amitabh Bachchan v. Rajat Nagi***, (2022) 6 HCC (Del) 041, this Court granted the relief of *ad-interim ex-parte* injunction to the plaintiff therein, who was aggrieved by the unauthorized use of his celebrity status by the defendants therein, for the promotion of their goods and services. Similarly, in ***Jaikishan Kakubhai Saraf v. Peppy Store***, (2024) 2 HCC (Del) 253, this Court protected the Personality Rights of the plaintiff therein by granting an *ad-interim ex-parte* injunction in his favour, restraining the liable defendants therein from violating the plaintiff's Personality Rights and causing prejudice to the plaintiff's reputation. Further, this Court in ***Aishwarya Rai Bachchan v. Aishwaryaworld.com & Ors.***, vide order dated 09.09.2025 in CS(COMM) 956/2025, has granted injunction from misusing the name, image, likeness and diluting public persona of the plaintiff therein through the use of technology including Artificial Intelligence, and protecting the dignity, reputation, goodwill and unauthorized commercial exploitation of the Personality Rights of the plaintiff.

33.28 The Plaintiff has established a good *prima facie* case and the balance of convenience also tilts in his favour. The misuse of the Plaintiff's name, image, likeness and other elements of the Plaintiff's persona clearly constitutes infringement as the adoption of the aforementioned attributes such as name, image, signature, likeness, etc., without any authorization from the Plaintiff, will inevitably cause confusion and create a perception of endorsement by the Plaintiff. Further, irreparable loss, damage and injury would be caused to the Plaintiff's goodwill, reputation and prestige if the interim injunction as prayed for is not granted immediately.

33.29 A Note annexing Annexure-A containing a list of infringing URLs identifying each of the Defendants is also handed over ('Annexure-A').

34. Annexure-A is taken on record and it is directed that a copy of Annexure-A shall be served upon the Defendants along with Notice and a copy of this Order.



35. It is well-settled that the unauthorized commercial exploitation of Personality Rights directly impacts the economic interests as well as the dignity of the concerned individual, potentially causing irreversible injury to their reputation and goodwill. Thus, in such cases, judicial intervention becomes necessary.

36. Considering the pleadings, documents and submissions made by the learned Counsel for the Plaintiff, it is clear that the attributes of the Plaintiff's persona, including his name, images and signature, are being misused by Defendant Nos. 1 to 14 and 18, without any authorization from the Plaintiff, by employing technological tools, including Artificial Intelligence. These attributes are linked with the Plaintiff's professional work and associations in the course of his career. The unauthorized use of such attributes has the effect of diluting the goodwill and reputation associated with the Plaintiff.

37. The use of technology to depict the Plaintiff in settings that are misleading, derogatory or inappropriate, intrudes upon the Plaintiff's right to privacy. Such misappropriation is further aggravated by the ease with which online content can be disseminated. The Plaintiff being a celebrated personality in the Indian entertainment industry has acquired significant goodwill and reputation for himself. Any infringement of the Plaintiff's Personality Rights will lead to dilution of the Plaintiff's reputation and goodwill that he has garnered over the years, while also causing confusion amongst members of the public regarding the authenticity, endorsement or sponsorship of a product or service by the Plaintiff.

38. Therefore, the Plaintiff has established a *prima facie* case for the grant of an *ex-parte ad-interim* injunction. Balance of convenience lies in favour of the Plaintiff and if an injunction is not granted in the present case, it will lead to an irreparable loss / harm to the Plaintiff and his family, not only financially but also with respect to his right to live with dignity.



39. Accordingly, till the next date of hearing, it is directed that:

- i. Defendants Nos. 1 to 14 and 18, their principal officers, servants, agents, affiliates, subsidiaries, distributors and all others acting for and on their behalf are restrained from violating the Plaintiff's Personality Rights and / or Plaintiff's Moral Rights and / or Passing Off their goods and / or services as those emanating from or being endorsed by the Plaintiff by utilizing and / or in any manner directly and / or indirectly, using or exploiting or misappropriating the Plaintiff's (a) name 'Abhishek Bachchan' and acronym 'AB'; (b) voice; (c) image and likeness; (d) performances; and (e) other attributes of his persona which are exclusively identifiable with him for any commercial and / or personal gain and / or otherwise by exploiting them in any manner whatsoever without the Plaintiff's consent and / or authorization, through the use of any technology including but not limited to Artificial Intelligence, Generative Artificial Intelligence, Machine Learning, Deepfakes, Face Morphing, on any medium and format.
- ii. Defendant Nos. 1 to 14 and 18, their principal officers, servants, agents, affiliates, subsidiaries, distributors and all others acting for and on their behalf are restrained from creating, sharing, disseminating any product (including clothes, T-shirts, coffee mugs, posters) and / or content (including audio-visual content, images, videos etc.) through the use of any technology including but not limited to Artificial Intelligence, Generative Artificial Intelligence, Machine Learning, Deepfakes, Face Morphing, on any medium and format, that results in the dilution of the Plaintiff's public persona.
- iii. Defendant No. 1 shall take down, remove, disable and block the URLs identified in **Paragraph No. I of Annexure-A**, within 72 hours of receiving a copy of this Order along with Annexure-A.



- iv. Defendant No. 2 shall take down, remove, disable and block the URLs identified in **Paragraph No. II of Annexure-A**, within 72 hours of receiving a copy of this Order along with Annexure-A.
- v. Defendant No. 3 shall take down, remove, disable and block the URLs identified in **Paragraph No. III of Annexure-A**, within 72 hours of receiving a copy of this Order along with Annexure-A.
- vi. Defendant No. 4 shall take down, remove, disable and block the URLs identified in **Paragraph No. IV of Annexure-A**, within 72 hours of receiving a copy of this Order along with Annexure-A.
- vii. Defendant No. 5 shall take down, remove, disable and block the URL identified in **Paragraph No. V of Annexure-A**, within 72 hours of receiving a copy of this Order along with Annexure-A.
- viii. Defendant No. 6 shall take down, remove, disable and block the URL identified in **Paragraph No. VI of Annexure-A**, within 72 hours of receiving a copy of this Order along with Annexure-A.
- ix. Defendant No. 7 shall take down, remove, disable and block the URL ‘<https://www.amazon.com/ABHISHEK-BACHCHAN-SIGNED-AUTOGRAPH-PHOTO/dp/B08NCDJXKJ>’ and Defendant No. 8 shall take down, remove, disable and block the URL ‘<https://www.amazon.com/Shamrock-Solutions-Abhishek-Bachchan-Ceramic/dp/B0D3DSMSHZ>’, within 72 hours of the receipt of a copy of this Order along with Annexure-A.
- x. Defendant No. 9 shall take down, remove, disable and block the URLs as identified in **Paragraph No. VIII of Annexure-A**, within 72 hours of receiving a copy of this Order along with Annexure-A, and shall further file in a sealed cover / password protected document, all the available Basic Subscriber Information, including the names, email address, contact number, IP logs and registration details of the owners, operators, sellers of goods and / or services



through the URLs as identified in **Paragraph No. VIII of Annexure-A**, within 7 days from the receipt of a copy of this Order along with Annexure-A.

- xi. Defendant No. 15 shall take down, remove, disable and block the URLs as identified in **Paragraph No. IX of Annexure-A**, of the YouTube channels of Defendant Nos. 10 to 14 and 18, within 72 hours of receiving a copy of this Order along with Annexure-A, and shall further file in a sealed cover / password protected document, all the Basic Subscriber Information, including the names, email address, contact number, IP logs and registration details of the owners, operators and sellers of goods and / or services through the URLs as identified in **Paragraph No. IX of Annexure-A**, within 7 days from the receipt of a copy of this Order along with Annexure-A.
 - xii. Defendant Nos. 16 and 17, shall issue necessary directions to take down, remove, disable and block the URLs, as identified in **Paragraph No. X of Annexure-A**, within 7 days of receipt of a copy of this Order along with Annexure-A.
 - xiii. The Plaintiff shall be at liberty to share a copy of this Order along with Annexure-A with the entities hosting the websites of the URLs mentioned in **Paragraph Nos. VII and XI of Annexure-A**, who shall take down, disable, remove and block the URLs as identified in **Paragraph Nos. VII and XI of Annexure-A** as may be applicable to the said entity, within 72 hours of receiving a copy of this Order along with Annexure-A.
40. Let the Reply to the present Application be filed within four weeks after service of Notice. Rejoinder thereto, if any, be filed before the next date of hearing.



41. The compliance of Order XXXIX Rule 3 of the CPC be done within two weeks.
42. List before Court on 15.01.2026.

TEJAS KARIA, J

SEPTEMBER 10, 2025

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