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* **IN THE HIGH COURT OF DELHI AT NEW DELHI**
+ **CS(COMM) 1023/2025**

AKKINENI NAGARJUNA

.....Plaintiff

Through: Mr. Pravin Anand, Advocate with Mr. Vaibhav Gaggar, Senior Advocate; Ms. Vaishali R Mittal, Mr. Vibhav Mithal, Mr. Shivang Sharma, Mr. Somdev Tiwari, Mr. Abhishek Nair and Mr. Vansh Shrivastav, Advocates.

versus

WWW.BFXXX.ORG & ORS.

.....Defendants

Through: Mr. Yash Raj, Advocate for proforma D13 & 14.

CORAM:

HON'BLE MR. JUSTICE TEJAS KARIA

ORDER

% **25.09.2025**

I.A. 24173/2025(Exemption)

1. Exemption is allowed, subject to all just exceptions.
2. The Application stands disposed of.

I.A. 24176/2025(Exemption from pre-institution Mediation)

3. 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”).
4. 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.
5. The Application stands disposed of.

I.A. 24174/2025(Extension of time to file Court Fees)

6. The present Application has been filed by the Plaintiff under Section

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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 week is granted to file the Court Fees.

8. The Application stands disposed of.

I.A. 24175/2025(for exemption from giving written notice to the government authority)

9. This is an Application filed by the Plaintiff under Section 80 read with Section 151 of the CPC seeking exemption from serving two months advance notice to Defendant No. 18 i.e., the Ministry of Electronics and Information Technology and Defendant No. 19, i.e., Department of Telecommunications.

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

11. The Application stands disposed of.

I.A. 24177/2025(Extension of time for filing the Certificate under Section 63(4)(c) of the Bharatiya Sakshya Adhiniyam, 2023)

12. The present is an Application filed by the Plaintiff under Section 151 of the CPC seeking exemption from 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. 24178/2025(seeking leave to file certain documents on a CD / pen drive)

15. This Application has been filed by Plaintiff seeking permission to place on record CD / pen drive containing video clips of Defendants’ infringing



activities.

16. In view of the facts and circumstances as stated in the Application, the same is allowed. The CD / pen drive be taken on record.

17. Accordingly, 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 Nos. 13 and 14 accepts Summons.

20. Let the Summons be served to the remaining Defendants through all permissible modes upon filing of the Process Fee.

21. The Summons shall state that the Written Statement(s) shall be filed by the Defendants within 30 days from the date of the receipt of Summons. Along with the Written Statement(s), the Defendants 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 Defendants 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 21.11.2025 for completion of



service and pleadings.

I.A. 24172/2025(Additional Documents)

26. 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.

27. 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.

28. Accordingly, the Application stands disposed of.

I.A. 24171/2025(seeking administration of interrogatories)

29. This Application has been filed by the Plaintiff under Order XI Rule 1, 2, 3 and 5 of the CPC as amended by the CC Act read with Section 151 of CPC, seeking administration of interrogatories upon the Defendants.

30. Issue Notice.

31. 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.

32. List before the Joint Registrar on 21.11.2025 for completion of service and pleadings.

33. List before this Court on 23.01.2026.

I.A. 24170/2025(U/O XXXIX Rule 1 and 2 of CPC)

34. Issue Notice. The Learned Counsel for Defendant Nos. 13 and 14 accepts Notice.

35. Notice be served to all the remaining Defendants through all permissible modes upon filing of the Process Fees.

36. The Present Suit has been filed by the Plaintiff, *inter alia*, seeking



permanent injunction restraining misappropriation of personality / publicity rights, infringement of performer's rights and passing off.

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

37.1 The Plaintiff is an Indian citizen, aged about 65 years, and resides in Hyderabad, Telangana. He is one of the most respected, acclaimed celebrated actors, producer, entrepreneur and a revered veteran of the Indian film industry, having featured in over 95 feature films. His contributions have earned him numerous accolades making him one of the most decorated and celebrated actors in the South Indian cinema.

37.2 The Plaintiff's image as a respected public personality is the result of over four decades of dedicated work, across different fields, which has earned him immense recognition and credibility among the public and the film fraternity alike. The Plaintiff has established exceptional goodwill and reputation in the realm of Indian cinema through his remarkable contributions and achievements. With a career spanning several decades, his consistent dedication to his craft, versatile acting skills, and charismatic on-screen presence have garnered him immense respect and admiration within the industry and amongst the members of the public.

37.3 The extensive goodwill and reputation that the Plaintiff has built for himself is evident from the fact that on social media platforms such as X, the Plaintiff has garnered 6.3 million followers.

37.4 The Plaintiff is a person of celebrity status, and possesses personality / publicity rights over all facets of his persona. The Plaintiff has the exclusive rights to control the use of his name, likeness, image, persona, voice, mannerisms, gestures and other uniquely identifiable characteristics



associated with him. The right to publicity / personality rights protects the Plaintiff from unauthorized appropriation of his persona that would prevent any third party from exploiting these rights without his express consent.

37.5 Moreover, the Plaintiff's name, image, likeness and persona have acquired a unique distinctiveness. 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.

37.6 Defendant No. 1 is the website 'www.bfxxx.org' that is unauthorizedly using the Plaintiff's name in relation to pornographic content hosted on it. The Plaintiff has addressed a legal notice to Defendant No.1 on the email address 'pornworked@gmail.com' that was associated with it, in order to address the said violation. However, the said legal notice has not been responded to by Defendant No.1.

37.7 Defendant No. 2 is the website 'www.tubewap.xyz' that is unauthorizedly using the Plaintiff's name in relation to pornographic content hosted on it. The Plaintiff has addressed a legal notice Defendant No. 2 on the email address 'xxlx.mobi@gmail.com' that was associated with it, in order to address the said violation. However, the said legal notice has not been responded to by Defendant No. 2.

37.8 Defendant No. 3 is the website 'www.xxxxpornvideo.com' that is unauthorizedly using the Plaintiff's name in relation to pornographic content hosted on it. The Plaintiff has addressed a legal notice to Defendant No. 3 on the email address 'pornworked@gmail.com' that was associated with it to address the said violation. However, the said legal notice has not been responded to by Defendant No.3.



37.9 Defendant No. 4 is the website ‘www.xxxv.mobi’ that is unauthorizedly using the Plaintiff’s name in relation to pornographic content hosted on it. The Plaintiff has addressed a legal notice to Defendant No.4 on the email address ‘projman69@gmail.com’ that was associated with it to address the said violation. However, the said legal notice has not been responded to by Defendant No.4.

37.10 Defendant No. 5 is the website ‘www.alldesiporn.com’ that is unauthorizedly using the Plaintiff’s name in relation to pornographic content hosted on it. As per the WhoIs details of Defendant No. 5, an entity called ‘PrivacyGuardian.org’, impleaded as Defendant No. 7, is reflected as the registrant of the website ‘www.alldesiporn.com’ with the email address ‘privacyguardian.org’. The Plaintiff addressed a legal notice to Defendant No. 7 at the said email address in order to address the violation of its rights. However, the said notice has not been responded to till date. Further inquiries on the internet reflected that Defendant No. 7 entity is engaged in the business of providing proxy registration services.

37.11 Defendant No. 6 is the website ‘www.xomass.com’ that is violating the Plaintiff’s rights by unauthorizedly using the Plaintiff’s name in relation to pornographic content hosted on it. As per the WhoIs details of Defendant No. 6, an entity called ‘Withheld for Privacy’, impleaded as Defendant No. 8, with email address ‘withheldforprivacy.com’, is reflected as the registrant of the website ‘www.xomass.com’. The Plaintiff addressed a legal notice to Defendant No. 8 at the said email address in order to address the violation of its rights. However, the said notice has not been responded to till date. Further inquiries on the internet reflected that Defendant No. 8 entity is also involved in the business of providing proxy registration services.



37.12 Defendant No. 9 is the Domain Name Registrar (“DNR”) of the websites ‘www.tubepatrol.cc’, ‘www.justindianporn.info’, ‘www.kompoz2.com’ and ‘www.porno-zona.com’, which are unauthorizedly using Plaintiff’s name in relation to pornographic content hosted by them. The email address ‘admin@zmcash.com’ relates to the websites ‘www.tubepatrol.cc’ and ‘www.justindianporn.info’. However, the Plaintiff’s legal notice to ‘www.tubepatrol.cc’ and ‘www.justindianporn.info’ to address the violation of the Plaintiff’s rights on the said email address has return undelivered. Moreover, the WhoIs details of each of these websites reveal that DNR has masked the relevant particulars of each of the registrant, including their address and other contact details.

37.13 Defendant No. 10 is the DNR of the website ‘www.redporn.video.com’, which is unauthorizedly using Plaintiff’s name in relation to pornographic content hosted by it. The WhoIs details of this website reveals that the DNR has masked the relevant details of the registrant such as the address and other contact details. The Plaintiff addressed a legal notice to the grievance officer of the DNR, who responded that this legal issue could not be resolved by them.

37.14 Defendant No. 11, operates and maintains a website accessible at ‘www.nextprint.in’ which unauthorizedly sells T-shirts, in the Plaintiff’s name which bear the Plaintiff’s name and / or image / photograph displayed in a prominent manner.

37.15 Defendant No. 12 operates and maintains a website accessible at ‘www.fullyfilmy.in’ which unauthorizedly sells T-shirts, in the Plaintiff’s name, that bear the Plaintiff’s name and / or image / photograph displayed in a prominent manner.



37.16 Defendant No. 13 is the registrant of Defendant Nos. 1 to 3 websites as per the WhoIs details. Further inquiries on the internet reflected that Defendant No. 13 is in the business of providing proxy registration services.

37.17 Defendant No. 14 is the DNR of Defendant Nos. 1 to 3 websites.

37.18 Defendant No. 15 is the DNR of Defendant No. 5 website and is impleaded through its grievance officer.

37.19 Defendant No. 16, is the DNR of Defendant Nos. 4 and 6 websites, and is impleaded through its grievance officer.

37.20 Defendant No. 17 is a proforma Defendant, who is impleaded through its Grievance Officer. The Plaintiff addressed a communication to Defendant No. 17 in order to address the violation of the Plaintiff's rights, however, Defendant No. 17 has refused to take action against the same.

37.21 Defendant Nos. 18 and 19 are the Ministry of Electronics and Information Technology and the Department of Telecommunication, Government of India, respectively.

37.22 The Plaintiff has also impleaded unknown entities as Defendant No.20, that are referred to as 'John Doe' and / or 'Ashok Kumar', as it is apprehended that such unknown Defendants are uploading and / or publishing infringing material on digital platforms such as internet websites as well as different social media platforms.

37.23 Such unauthorized violations of Plaintiff's personality / publicity rights, Plaintiff's moral rights, and passing off by the Defendants are causing grave prejudice to the Plaintiff. The illegal and infringing content is easily and freely available and accessible across India.

37.24 In ***Amitabh Bachchan v. Rajat Nagi***, (2022) 6 HCC (Del) 641, 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 *Aishwarya Rai Bachchan v. Aishwaryaworld.com & Ors.*, vide order dated 09.09.2025 in CS(COMM) 956/2025, this Court had 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.

38. The exploitation of one's personality rights puts at risk not only their economic interests but also their right to live with dignity, potentially causing immeasurable harm to their reputation and goodwill as the adoption of the attributes such as name, image, likeness unauthorizedly will inevitably cause confusion in the minds of the members of the public regarding association with / endorsement by the Plaintiff.

39. Considering the pleadings, documents and submissions made by the learned Counsel for the Plaintiff, it is *prima facie* clear that the attributes of the Plaintiff's persona, including his name and images, are being misused by Defendant Nos. 1 to 13 and 20, without any authorization from the Plaintiff.

40. The Plaintiff is a celebrated personality in the entertainment industry and the depiction of the Plaintiff in settings that are misleading, derogatory and inappropriate will inevitably have the effect of diluting the goodwill and reputation associated with the Plaintiff.

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

- i. Defendants Nos. 1 to 13 and 20, 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 (i) name 'Akkineni Nagarjuna' and 'Nagarjuna'; (ii) image and likeness; (iii) other attributes of his persona which are exclusively identifiable with him; and (iv) creating, sharing, disseminating any product (including clothes) and / or content (including audio-visual content, images, videos, etc.) 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, that results in the dilution of the Plaintiff's public persona.

- ii. Defendant Nos. 1 to 10 shall take down, remove, disable and block the URLs identified in **Document A** to this Application, as may be applicable to each of the said Defendants within 72 hours from the receipt of the Notice.
- iii. Defendant Nos. 11 and 12 shall remove, disable, take down and block all the URLs as identified in Paragraph No. 33(b) of this Application within 72 hours from the receipt of the Notice 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. 33(b) of this Application, within two weeks from the receipt of the Notice.

- iv. Defendant Nos. 14 to 16 shall 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 of the Domain Names as under, within two weeks from the receipt of the Notice:

Defendant Nos.	Domain Name
Defendant No. 14	www.bfxxx.org www.tubewap.xyz www.xxxxpornvideo.com
Defendant No. 15	www.alldesiporn.com
Defendant No. 16	www.xxxv.mobi www.xomass.com

- v. Defendant No. 17 shall remove, disable, take down and block all the URLs as identified in Paragraph Nos. 33(c) and 33(d) of this Application within 72 hours from the receipt of the Notice 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 Nos. 33(c) and 33(d) of this Application, within two weeks from the receipt of the Notice.
- vi. Defendant Nos. 18 and 19, shall issue necessary directions to block



and disable all the URLs, as identified in **Document A** of this Application, within 7 days from the receipt of the Notice.

42. 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.

43. The compliance of Order XXXIX Rule 3 of the CPC be done within two weeks.

44. List before this Court on 23.01.2026.

TEJAS KARIA, J

SEPTEMBER 25, 2025/sms