



\$~46

* **IN THE HIGH COURT OF DELHI AT NEW DELHI**

+ **CS(COMM) 974/2025 & I.A. 22608/2025**

KARAN JOHAR

.....Plaintiff

Through: Mr. Rajshekhar Rao, Sr. Adv. with
Mr. Nizamuddin Pasha, Mr. Parag
Khandhar, Ms. Chandrima Mitra,
Mr. Krishan Kumar and Mr.
Sidharth Kaushik, Advs.

versus

ASHOK KUMAR/JOHN DOE & ORS.

.....Defendants

Through: Ms. Nirupam Lodha, Mr. Kshitiz
Parashar and Mr. Gautam Wadhwa,
Advs. for D-8 and 11

Ms. Mamta Rani Jha, Mr. Rohan
Ahuja, Ms. Shruttima Ehersa, Ms.
Diya Viswanath, Ms. Aiswarya D.
and Ms. Devangini Rai, Advs. for
D-6 and D-14

Mr. Varun Pathak and Mr. Yash
Karunakaran, Advs. for D-15

CORAM:

HON'BLE MS. JUSTICE MANMEET PRITAM SINGH ARORA

ORDER

% **17.09.2025**

CS(COMM) 974/2025

1. Let the plaint be registered as a suit.
2. Issue summons.
3. Upon steps being taken by the Plaintiff issue summons to Defendant Nos. 2, 5, 9, 10, 12 and 13 through all modes. Affidavit of service be filed within two (2) weeks.
4. Plaintiff has raised a grievance with respect to infringement of its personality rights by Defendant No. 6. Learned counsel for Defendant No. 14 states that Defendant No. 6 is a product owned by Defendant No. 14



and is not a separate entity. Summons on behalf of the platform TENC... is accordingly accepted by Ms. Shruttima Ehersa, learned counsel for Defendant No. 14.

5. Mr. Kshitiz Parashar, Advocate enters appearance on behalf of Defendant Nos. 8 and 11 and accepts summons.

6. The summons shall indicate that the written statements must be filed within thirty (30) days from the date of receipt of the summons. The Defendants shall also file affidavits of admission/denial of the documents filed by the Plaintiff, failing which the written statements shall not be taken on record.

7. The Plaintiff is at liberty to file replication thereto within thirty (30) days after filing of the written statements. The replication shall be accompanied by affidavits of admission/denial in respect of the documents filed by Defendants, failing which the replication shall not be taken on record.

8. The parties shall file all original documents in support of their respective claims along with their respective pleadings. In case parties are placing reliance on a document, which is not in their power and possession, its detail and source shall be mentioned in the list of reliance, which shall also be filed with the pleadings.

9. It is made clear that any unjustified denial of documents may lead to an order of costs against the concerned party.

10. Any party seeking inspection of documents may do so in accordance with the Delhi High Court (Original Side) Rules, 2018.

11. Defendant Nos. 3 and 4 are Domain Name Registrars (DNR), Defendant No. 7 is an online GIF platform, Defendant Nos. 15 and 16 are social media platforms. The said Defendants have been impleaded as proforma parties for compliance of interim directions issued by the Court and therefore no summons are issued to them.



12. Defendant No. 1 is an unknown entity. The Plaintiff is granted liberty to sue the said Defendant as John Doe. The plaintiff is directed to amend the memo of parties after it is provided with the Basic Subscriber Information ('BSI') by the proforma Defendants. Summons *qua* the said parties will be issued at the subsequent stage.

13. List before the learned Joint Registrar (J) for completion of service and pleadings, marking of exhibits and admission/denial of documents on **03.11.2025**.

14. List before the Court on **19.02.2026**.

I.A. 22608/2025

15. The present suit has been filed by the Plaintiff seeking permanent injunction restraining infringement of copyright, performer's right, misappropriation of personality rights, publicity rights, passing off, tarnishment, damages and rendition of accounts.

16. The suit has been filed by the Plaintiff being aggrieved by the actions of an unknown entity i.e., Defendant No. 1/John Doe as well as the known entities i.e., Defendant Nos. 2, 5, 8, 9, 10, 11, 12 and 13. The Plaintiff is also aggrieved with the GIF platform Tenor, arrayed as Defendant No. 6, which is a product owned by Defendant No. 14. These Defendants are hereinafter referred to as the 'Primary Infringing Defendants'.

With the plaint, the Plaintiff has enlisted URLs, domain names and social media handles which are impleaded as Defendant No. 1 and has sought to amend the proprietors of the said URLs, domain names and social media handles after receiving BSI details from the proforma Defendants.

17. Mr. Rajshekhar Rao, learned senior counsel for the Plaintiff made the following submissions: -



17.1. The Plaintiff is an acclaimed producer and director in the Indian film industry, a television personality, a talk show host, a costume designer, and an actor. The Plaintiff has directed, produced, and written several critically and commercially acclaimed 'blockbuster' films. The Plaintiff thus, exercises great influence in the film industry. The details of the films are set out in the plaint and documents have been annexed.

17.2. Over the years, the Plaintiff has won several awards recognizing his merit, including three (3) National Film Awards and in the year 2020, the Plaintiff was also conferred with Padma Shri, the fourth-highest civilian award of India.

17.3. In addition to production and direction of films, the Plaintiff has also gained popularity with the audiences due to his successful talk-shows. The Plaintiff has significant presence on social media platforms such as Instagram with 17.9 million followers.

17.4. Due to the aforesaid achievements and hard-work, the Plaintiff has gained influence and is well-known with the general public; the Plaintiff has endorsed multiple national and international brands that have leveraged their association with the Plaintiff's dynamic personality and have grown manifold. The Plaintiff has a substantial stream of income from product endorsements and from brand ambassadorship. The details of the well-known brands endorsed by the Plaintiff are set out in the plaint. The unauthorised use by the Primary Infringing Defendants of the personality rights of the Plaintiff adversely affects the endorsement revenues of the Plaintiff.

17.5. This visibility of the Plaintiff on television and OTT platforms has enabled the Plaintiff's name, photographs, voice, and other attributes of his persona to be recognised by the general public.

17.6. The Plaintiff's physical appearance, image and likeness are unique and is a brand in itself. The Plaintiff's voice, tone and manner of speech



are unique and distinctive aspects of his personality. The audience upon hearing his voice immediately identifies the same with the Plaintiff. The Plaintiff's voice has an instant recall and has therefore acquired unique distinction and popularity.

17.7. The Plaintiff has love and admiration with his fans and the Primary Infringing Defendants have been found to be illegally using name, images, appearances, voice and associated features (personality rights) of the Plaintiff to deceive the fans and exploit the said personality rights for their unlawful commercial ventures.

17.8. The Plaintiff is also known by the abbreviation 'KJo'. The said abbreviation is immediately associated with the Plaintiff due to the goodwill and reputation of the Plaintiff. The Primary Infringing Defendants are misusing the said abbreviation.

17.9. The Plaintiff has coined a signature style 'toodles' for saying goodbye and the use of the said word is associated with the Plaintiff by the general public as an element of his brand. The unauthorized use of this expression by the Primary Infringing Defendants is also a subject matter of the plaint.

17.10. The Plaintiff has arrayed unknown persons/entities as Defendant No. 1, whose name addresses, and/or constitution are presently unknown to the Plaintiff, and are referred to as 'John Doe'. These persons are infringing the personality rights of the Plaintiff and/or are providing a medium/platform which is being used by third-parties to infringe the personality rights and moral rights of the Plaintiff.

17.11. These persons are using AI to create morphed images (including deep fakes) and audio-video clips that are in a bad taste and making the Plaintiff a subject of unwarranted and baseless humiliation, disparagement, obscenity and ridicule.



17.12. The Plaintiff seeks an ad-interim injunction to protect and preserve its personality rights summarized at paragraph 7 of the plaint. The Primary Infringing Defendants, without seeking the consent of the Plaintiff are engaged in various infringing activities *qua* the Plaintiff through various platforms, modes, and mediums.

These activities are being undertaken either through sale of merchandize using the personality rights of the Plaintiff or through unscrupulous use of AI by creating photos and audio visuals which are in poor taste or by impersonation and cybersquatting. The Defendants by infringing the Plaintiff's personality rights are not only causing losses to the Plaintiff but also defrauding the public.

17.13. Given the Plaintiff's reputation and goodwill, any third-party, including the Defendants, found using any of the elements of the Plaintiff's persona/attributes is bound to cause confusion and deception amongst the general public as to affiliation with/sponsorship by the Plaintiff and will deceive the general public and cause loss of business to brands that the Plaintiff has endorsement contracts with.

17.14. The Plaintiff has suffered loss of goodwill and reputation on account of the infringement and unlawful exploitation of his personality rights by the Defendants. It is stated that the derogatory and obscene memes have crossed the line of decency and the Plaintiff has therefore been compelled to institute the suit and injunction application seeking interim reliefs.

17.15. Reliance is placed on the order dated 07.03.2025 passed by the High Court of Judicature at Bombay in the matter of **Karan Johar v. India Pride Advisory Private Ltd. and Others**¹, wherein the said Court while recognising the personality rights vested in the plaintiff herein, granted interim protection to him with respect to his personality rights.

¹ COMM IPR SUIT (L) No. 17863/2024



17.16. The Plaintiff has handed over a note in the form of a table bifurcating the infringing and illegal activities carried out by the several Defendants on their social media accounts, URLs, website, and e-platform: -

| S. No. | Defendants | Infringing Activities |
|--------|--|---|
| 1. | Defendant No. 1 - John Doe / Ashok Kumar | |
| 2. | Defendant No. 2 - Perfect Privacy LLC | <ul style="list-style-type: none">Provides downloadable wallpapers featuring the Plaintiff and other actors on the website https://wallpapercave.com/karan-johar-wallpapers. |
| 3. | Defendant No. 3 - Godaddy India Web Services Private Limited | <ul style="list-style-type: none">Provides an 'AI Voice Swap Generator' regarding the Plaintiff and featuring the Plaintiff's image. |
| 4. | Defendant No. 4 - Namecheap Inc. | <ul style="list-style-type: none">Provides a 'Karan Johar AI chatbot'. |
| 5. | Defendant No. 5 - Giphy | <ul style="list-style-type: none">Provides GIFs featuring the Plaintiff |
| 6. | Defendant No. 6 - Tenor | <ul style="list-style-type: none">Provides GIFs featuring the Plaintiff. |
| 7. | Defendant No. 7 - Pinterest, Inc. | <ul style="list-style-type: none">Features disparaging material directed at the Plaintiff. |
| 8. | Defendant No. 8 - Teepublic | <ul style="list-style-type: none">Sells merchandise featuring the Plaintiff's personality. |
| 9. | Defendant No. 9 - Nyaa Retail Private Limited | <ul style="list-style-type: none">Sells merchandise featuring the Plaintiff's image. |
| 10. | Defendant No. 10 - Amama Jewels Private Limited | <ul style="list-style-type: none">Use the image of the Plaintiff to sell merchandise. |
| 11. | Defendant No. 11 - RedBubble | <ul style="list-style-type: none">Uses the images/extracts of the Plaintiff's works to sell merchandise. |
| 12. | Defendant No. 12 - Etsy, | <ul style="list-style-type: none">Sells merchandise featuring the Plaintiff's |



| | Inc. | image / likeness. |
|-----|-----------------------------------|---|
| 13. | Defendant No. 13 - Amazon India | <ul style="list-style-type: none">• Sells merchandise featuring the Plaintiff's image / likeness. |
| 14. | Defendant No. 14 - Google LLC | <ul style="list-style-type: none">• Features disparaging material directed at the Plaintiff. |
| 15. | Defendant No. 15 - Meta Platforms | <ul style="list-style-type: none">• Features disparaging material directed at the Plaintiff.• Features fake accounts of the Plaintiff. |
| 16. | Defendant No. 16 - X | <ul style="list-style-type: none">• Features disparaging material directed at the Plaintiff.• Features fake accounts of the Plaintiff. |

17.17. In view of the aforesaid, the plaintiff prays for grant an ex-parte ad-interim injunction in favour of the Plaintiff and against the Defendants.

18. Mr. Rajshekhar Rao, learned senior counsel for the Plaintiff states that after the filing of the suit the infringing URLs on the website of www.iceposter.com, Defendant No. 10, Defendant No. 12 have become unavailable as on 15.09.2025. He states that learned counsel for Defendant Nos. 8 and 11 made a statement before this Court on 15.09.2025 that the infringing URLs on the websites of Defendant Nos. 8 and 11 have also been taken down. He states that Defendant Nos. 8 and 11 may be directed to file their affidavit in this regard.

19. Issue notice.

20. Ms. Shruttima Ehersa, learned counsel appearing on behalf of Defendant No. 14 states that Defendant No. 6 i.e., the platform of Tenor is owned by Defendant No. 14 and she accepts notice vis-à-vis the allegations made *qua* the said platform.

20.1. She states that tenor.com is not a separate entity. She states that Plaintiff has an existing contractual arrangement with tenor.com and images of Plaintiff available thereon may be authorized. She therefore



states that a blanket injunction restraining use of Plaintiff's personal rights on the platform of Defendant No. 6 will be contrary to the said contractual arrangement.

20.2. She states that the Plaintiff may communicate the specific URLs and/or images and/or GIFs available on tenor.com to which he is objecting and Defendant No. 14 after verification that the same does not form part of its contract with the Plaintiff, will take down the same.

21. The said statement of Defendant No. 14 is taken on record and the Plaintiff is at liberty to communicate the specific URLs to the said Defendants, who shall act on the same within 72 hours, after receiving the specific URLs from the Plaintiff.

22. Mr. Varun Pathak, Advocate enters appearance on behalf of Defendant No. 15 and accepts notice for the said Defendant.

23. Mr. Kshitiz Parashar, Advocate enters appearance on behalf of the Defendant Nos. 8 and 11. He accepts notice for the said Defendants.

23.1 He states that the infringing URLs vis-à-vis the Defendant Nos. 8 and 11 have already been taken down as on 15.09.2025; however, some content *qua* Defendant No. 11, as enlisted in the plaint still remains on the website of Defendant No. 11. He states that Defendant No. 11 will take steps to take down the said infringing content within one (1) week.

24. Defendant Nos. 8 and 11 are directed to file their compliance affidavit within two (2) weeks.

25. Upon steps being taken by the Plaintiff issue notice to Defendant Nos. 2, 3, 4, 5, 7, 9, 10, 12, 13 and 16 by all permissible modes on filing of process fee. Affidavit of service be filed within two (2) weeks.

26. Let the notice state that the reply to the application be filed within four (4) weeks from receipt of issue notice. Rejoinder, if any, be filed within four (4) weeks thereafter.



27. This Court has heard the learned counsel for the parties and perused the record.

28. In this suit, the Plaintiff has joined its cause of actions on the plea of unauthorized use of his personality rights by third-parties to sell merchandize for their commercial gains, to publish and/or post disparaging and obscene memes, cybersquatting, creation of fake profiles, impersonating the Plaintiff on social media platform, use of the Plaintiff's attributes including voice by means of morphing and superimposition including by means of AI and creation of GIFs.

29. The Plaintiff asserts violation of its statutory rights under the common law, Copyright Act, 1957 and Trademarks Act, 1999 and more specifically, the Plaintiff asserts violation of his right of privacy as well as goodwill and reputation.

30. During arguments, Mr. Rao, learned senior counsel for the Plaintiff has emphasized on the unacceptability of the derogatory and obscene memes, social media posts containing profanity and slur which unauthorizedly use the Plaintiff's personality rights. It is stated that these memes and posts fail to satisfy the test of fair comment and have crossed the line of decency. He states that the Plaintiff turned a blind eye to these derogatory memes for a long time; however, the discourse has become increasingly worse and thus the Plaintiff has been compelled to approach the Court.

31. Learned counsel appearing on behalf of Defendant Nos. 14 and 15 have stated that while as an intermediary they have no submissions to make on the merits of the dispute, however they submit that the Court while permitting the take down of the social media posts and URLs may bear in mind that some of these would fall within the category of caricature, lampooning, satire and parodies, which are a recognized exception in law to assertion of personality rights of an individual



including a celebrity. To assist the Court, they have drawn this Court's attention to the observations made in **D.M. Entertainment Pvt. Ltd. v. Baby Gift House and Others**², at paragraph 14 therein. The relevant paragraph 14 reads as under:

“14. The right of publicity can, in a jurisprudential sense, be located with the individual's right and autonomy to permit or not permit the commercial exploitation of his likeness or some attributes of his personality. However, a word of caution has to be expressed here. In a free and democratic society, where every individual's right to free speech is assured, the over emphasis on a famous person's publicity rights can tend to chill the exercise of such invaluable democratic right. Thus, for instance, caricature, lampooning, parodies and the like, which may tend to highlight some aspects of the individual's personality traits, may not constitute infringement of such individual's right to publicity. If it were held otherwise, an entire genre of expression would be unavailable to the general public. Such caricature, lampooning or parody may be expressed in a variety of ways, i.e. cartoons in newspapers, mime, theatre, even films, songs, etc. Such forms of expression cannot be held to amount to commercial exploitation, per se; if the individual is of the view that the form of expression defames or disparages him, the remedy of damages for libel, or slander, as the case may be, would then, is available to him.”

(Emphasis Supplied)

32. On basis of the assertions made in the plaint as noted above, there is no doubt that the Plaintiff is a well-known face and has a celebrity status. In view of the law settled in **D.M. Entertainment v. Baby Gift House** (supra), **Anil Kapoor v. Simply Life India and Others**³, **Jaikishan Kakubhai Saraf Alias Jackie Shroff v. The Peppy Store and Others**⁴ and finding in favour of this Plaintiff by the Bombay High Court in **Karan Johar v. India Pride Advisory Private Ltd.** (supra), there can be no cavil that this status inherently grants the Plaintiff proprietary rights over his personality and associated attributes.

33. In the case of **D.M. Entertainment v. Baby Gift House** (supra), it was held that an individual's right to permit or not permit the commercial exploitation of his likeness and/or his personality attributes falls under the

² MANU/DE/2043/2010

³ 2023 SCC OnLine Del 6914 [Paragraph Nos. 38 to 40]



category of right of publicity. This Court further held that use of the persona of plaintiff therein for the purpose of commercialisation by the defendants therein was illegitimate and amounted to dilution of uniqueness of personality of the plaintiff therein.

In the case of **Jaikishan Kakubhai Saraf Alias Jackie Shroff v. The Peppy Store** (supra), the Court reiterated that the right of publicity grants protection to the individuals against the unauthorised use of their name, image, voice and other distinctive attributes and granted ex-parte ad-interim injunction in favour of the plaintiff therein and restrained the liable defendants from infringing the personality rights of the plaintiff therein.

In the case of **Anil Kapoor v. Simply Life India** (supra), the Court while granting an ex-parte ad-interim injunction to the plaintiff therein and restraining the liable defendants from infringing the personality rights of the plaintiff therein, held that using a person's name, voice, dialogues, images in an illegal manner for commercial purposes cannot be permitted and the creation of GIFs/videos/images for commercial gains would lead to misuse of the rights of the plaintiff therein.

34. In the aforesaid judgments, the personality rights of a celebrity have been recognized to include his/her right to protect against the unauthorized use of their personality including their name, image, voice and other distinctive attributes. The Court recognized that unauthorized use of the personality rights of the celebrity leads to unearned commercial gain for another party, thereby infringing on the individual's right of publicity.

35. It is trite law that if there is a right, the Plaintiff is entitled to seek injunction against its violation. Since the Plaintiff admittedly has personality rights and the same are being infringed by the Defendants due

⁴ 2024 SCC OnLine Del 3664



to their unauthorized use, the Plaintiff is entitled to seek an injunction against such Defendants.

36. With the availability of the advanced technology, it has become possible and easy for any individual/entity to unauthorisedly and/or illegally use, copy and imprint the personality attributes of any celebrity for unearned commercial gains. Given the commercial value of these publicity rights, a celebrity is entitled to safeguard his interest against any misuse of the personality attributes which includes his name, image, voice and likeness. As noted above, the law has also recognized the right of the celebrity to seek injunction against unauthorized use of the personality rights. The Plaintiff has thus made out a prima facie case in his favour.

37. The submission of the Plaintiff that the derogatory and obscene social media videos, posts and memes would not fall within the domain of fair comment is correct and therefore the balance of convenience is in favour of the Plaintiff that such videos, posts, and memes should be taken down so as to protect his reputation and goodwill.

38. In view of the aforesaid findings, the Court will now deal with the assertions in the plaint vis-à-vis each of the Defendants.

39. It is contended that the unknown entity i.e. Defendant No. 1/John Doe is squatting on top level domain name – www.karanjohar.com. It is stated that the details of the owner who is cyber-squatting over the said domain are hidden and cannot be traced. On a prima facie view it is apparent that the adoption of such domain name has been obtained by a third party with an intent to ride upon the reputation and goodwill of the Plaintiff.

40. It is contended that Defendant No. 2 operates and maintains a website accessible at <https://wallpercave.com>, which allows the public to download various wallpapers/images of the Plaintiff. It is stated that the use of the Plaintiff's likeness by the said Defendant is unauthorized.



40.1. It is contended that Defendant No. 3 is the registrar of the infringing website 'covers.ai', which allows the public to swap the voice of the Plaintiff using artificial intelligence. It is stated that the said use of the Plaintiff's voice by infringing website is unauthorized.

40.2. It is contended that Defendant No. 4 is the registrar of the infringing website <https://beta.opedia.ai/>, where the name, image etc. of the Plaintiff have been used in a manner, which may lead the public to believe that the Plaintiff has a connection with the said website. The said infringing website has created an AI chatbot by unauthorisedly using the personality rights of the Plaintiff.

40.3. It is contended that Defendant Nos. 5 and 6 are online platforms, which either make Graphical Interchange Format (GIFs) or enable users to make such GIFs, which are in-turn advertised and made available for download to be used by users on the Internet. Screenshot(s) of such GIFs, which infringe the personality rights of the Plaintiff are provided at paragraph 42 of the plaint.

40.4. On a prima facie assessment, it is evident that the aforesaid infringing websites and platforms have unauthorisedly exploited and misappropriated the Plaintiff's voice, name and image for commercial gain, resulting in infringement of the Plaintiff's personality rights; and thus, liable to be enjoined.

41. Defendant Nos. 8, 9, 11, 12 and 13 are various online marketplaces/e-commerce websites. It is stated that these websites have enabled sale of products/merchandise using the Plaintiff's personality without the Plaintiff's consent. Screenshot(s) of these infringing listings are provided at paragraph 41 of the plaint.

41.1. Defendant No. 10 is an e-commerce website, which is stated to be selling products using the image of the Plaintiff. However, the learned



senior counsel for the Plaintiff fairly admits that after filing of this suit, the Defendant No. 10 has taken down the infringing URLs.

41.2. On a prima facie view, it is evident that activities of the Defendant Nos. 8 to 13 mislead the general public to believe that the Plaintiff is either associated with the said Defendants or endorsing the products listed on the website of the said Defendants. And, use of Plaintiff's personality attributes for sale of such products would also be in conflict with the Plaintiff's existing endorsement deals.

42. It is contended that Defendant No. 7, which is a visual search and discovery platform, features disparaging content directed at the Plaintiff, thereby harming the reputation of the Plaintiff and URLs have been placed on record.

42.1. The Defendant No. 14 is Google LLC, which runs the search engine Google [accessible at www.google.com] and also operates the popular website www.youtube.com. The Plaintiff has averred that the impugned URLs contain disparaging and obscene content available on these social media platforms harms the reputation and goodwill of the Plaintiff.

42.2. The Defendant No. 15 is Meta Platforms Inc., which runs and operate social media platforms Facebook, Instagram, and Threads. The Plaintiff has averred that similarly the impugned URLs contain disparaging and obscene content about the Plaintiff on the aforesaid platforms has been filed with the plaint. In addition, the Plaintiff has also objected to the fake profiles on these platforms unauthorizedly using his name.

42.3. The Defendant No. 16 is a social networking service on the platform 'X'.

42.4. It is averred that the Plaintiff has identified multiple fake profiles and handles, which are unauthorizedly using the name of the Plaintiff and



impersonating him on the social media platforms owned by Defendant Nos. 15 and 16.

42.5. It is stated that the Plaintiff has come across several derogatory and/or morphed and/or superimposed and/or AI generated images of the Plaintiff on the platforms of the Defendant Nos. 7, 14 and 15, which are defamatory and present the Plaintiff in a poor and distasteful light. Screenshot(s) of the same are illustratively provided at paragraph 40 of the plaint. The Plaintiff has identified the URLs on each of these platforms, which may be directed to be taken down.

42.6. On a prima facie assessment, it is evident that the videos, memes and social media posts available on the platforms of Defendant Nos. 7, 14 and 15 contains abusive and profane words as well as innuendoes, which appear to be offensive. The said content tarnishes the reputation and goodwill of the Plaintiff affecting his brand value. The Plaintiff is prima facie entitled to seek injunction to protect his personality rights against such negative use.

42.7. So also, since the enlisted social media accounts on the platforms of Defendant No. 15 and 16 are unauthorizedly using the name of the Plaintiff, they are liable to be taken down in view of the objection raised by the Plaintiff. The contention of the Plaintiff that the said accounts have the potential to mislead the public to believe that the said accounts are the official and/or authorized accounts of the plaintiff is prima facie plausible.

43. In view of the above, the Plaintiff has established a prima facie case for grant of an ex parte ad interim injunction. The balance of convenience also lies in favour of the Plaintiff and against the Defendants. This Court is of the prima facie opinion that if an injunction is not granted in favour of the Plaintiff, irreparable loss and harm would be caused to the Plaintiff's reputation.

44. Accordingly, until the next date of hearing: -



- 44.1. **Defendant No. 2** is restrained from publishing any material which infringes the personality rights of the Plaintiff and is directed to take down the URL enlisted in **Annexure V⁵ [enclosed with this order]**, within one (1) week. In case, the Defendant No. 2 fails to comply with the said directions, the Defendant No. 14 will reindex the URL of the said website.
- 44.2. **Defendant No. 3** is directed to suspend and lock the impugned domain name for the website enlisted in **Annexure V [enclosed with this order]**, within one (1) week and also, provide the complete details of the registrant of the said domain name including the IP addresses.
- 44.3. **Defendant No. 4** is directed to suspend, lock the impugned domain name for the website available at <https://beta.opedia.ai/>, within one (1) week and also, provide the complete details of the registrant of the said domain name including the IP addresses.
- 44.4. **Defendant No. 5** is restrained from publishing any material which infringes the personality rights of the Plaintiff and is directed to take down the URLs enlisted in **Annexure V [enclosed with this order]**, within one (1) week. In case, the Defendant No. 5 fails to comply with the said directions, the Defendant No. 14 will reindex the URL of the said website.
- 44.5. With respect to tenor.com/**Defendant No. 6** directions have already been issued to Defendant No. 14 at paragraph 21 of this order.
- 44.6. **Defendant No. 7** is directed to take down the URLs containing the disparaging content, which are enlisted in **Annexure IV⁶ [enclosed with this order]**, within one (1) week. **Defendant No. 7** is also directed to provide the BSI details of the account owners who have published the disparaging material through these URLs on its e-platform.

⁵ Provided by the Plaintiff's counsel to the Court Master through e-mail

⁶ Provided by the Plaintiff's counsel to the Court Master through e-mail



The Plaintiff will be at liberty to approach **Defendant No. 7** taking down any mirror or identical content which comes to its attention in future.

44.7. **Defendant No. 8, 10, 11 and 12** is stated to be have already taken down the infringing URLs enlisted with the plaint. Defendant Nos. 8, 10, 11 and 12 shall ensure that there is no further selling or facilitation of sale merchandize infringing the personality rights of the Plaintiff.

44.8. **Defendant Nos. 9 and 13** are restrained from selling and/or facilitating sale of merchandise which infringes the personality rights of the Plaintiff. The said Defendants are directed to delist the products, which are listed on the e-commerce website of these platforms and are available at URLs enlisted in **Annexure V [enclosed with this order]**, within one (1) week.

44.9. **Defendant No. 14, 15 and 16** are directed to takedown the URLs [disparaging material featuring the Plaintiff, available on their respective platforms] as well as the social media accounts, which are enlisted in **Annexure I⁷, II⁸ and III⁹ [enclosed with this order]** respectively, within one (1) week. The said Defendants are also directed to provide the BSI details including the IP logs of the account owners who have published the said URLs.

The Plaintiff will be at liberty to approach **Defendant Nos. 14, 15 and 16** for taking down any mirror or identical content as well as social media accounts using his name which comes to its attention in future.

44.10. Plaintiff has submitted that it does not have the details of the DNR for the domain name www.karanjohar.com. It seeks liberty to approach ICANN¹⁰ to seek details of the DNR and thereafter approach the DNR for locking and suspending of this domain name. The Plaintiff will also place

⁷ Provided by the Plaintiff's counsel to the Court Master through e-mail

⁸ Provided by the Plaintiff's counsel to the Court Master through e-mail

⁹ Provided by the Plaintiff's counsel to the Court Master through e-mail



on record the details of the DNR and implead it as a necessary party. The Plaintiff has made out a prima facie case for the relief of suspension. The Plaintiff will be at liberty to approach ICANN and thereafter the concerned DNR who is directed to lock and suspend the domain name www.karanjohar.com, within 72 hours of the receipt of the notice.

45. The Primary Infringing Defendants¹¹ or anyone acting for or on their behalf are restrained from utilizing the Plaintiff-Karan Johar's name, his acronym 'KJo', likeness, image, voice, personality or any other aspects of his persona to create any merchandise, or in any other manner misuse the said attributes using technological tools such as Artificial Intelligence, Machine Learning, deep fakes, face morphing, GIFs either for monetary gains or otherwise to create any videos, photographs, etc., for commercial purposes, so as to result in violation of the Plaintiff's rights.

46. During the course of the arguments, there was one (1) URL on Defendant No. 7/Pinterest, six (6) URLs on Defendant No. 15/Meta and one URL on Defendant No. 16/X, which on a prima facie view would be covered by the exception of parody, caricature and lampooning recognized by this Court in **D.M. Entertainment Pvt. Ltd. v. Baby Gift House** (supra) at paragraph 14 and have therefore not been directed to be taken down. The rights of the Plaintiff with respect to the said URLs are reserved to be considered on the next date of hearing.

47. Similarly, the issue of the Plaintiff's assertion that the word 'toodles' is his signature style and therefore an attribute of his persona is an issue reserved to be considered on the next date of hearing.

48. With respect to the known Defendants compliance of Order XXXIX Rule 3 of the Code of Civil Procedure, 1908 be carried out within ten (10) days.

¹⁰Internet Corporation for Assigned Names and Numbers



49. Amended memo of parties in this suit will be filed by the Plaintiff... within one week after receiving BSI details from Defendant Nos. 7, 14, 15 and 16. The affidavit in terms of Order XXXIX Rule 3 of the Code of Civil Procedure, 1908 vis-à-vis the said Defendants shall be filed by the Plaintiff within one (1) week from receipt of BSI details.

50. List before the Joint Registrar (J) for completion of service and pleadings on **03.11.2025**.

51. List before the Court on **19.02.2026**.

52. The digitally signed copy of this order, duly uploaded on the official website of the Delhi High Court, www.delhihighcourt.nic.in, shall be treated as a certified copy of the order for the purpose of ensuring compliance. No physical copy of order shall be insisted by any authority/entity or litigant.

MANMEET PRITAM SINGH ARORA, J

SEPTEMBER 17, 2025/hp/MG

¹¹ Refer to paragraph no. 16 of this order



Annexure I

Defendant No. 14 / Google LLC

| | |
|-----|---|
| 1. | https://www.youtube.com/watch?v=DCt780pgjV4 |
| 2. | https://www.youtube.com/watch?v=pb4TjcRyjlo |
| 3. | https://www.youtube.com/watch?v=VVhU_Lszy6Y |
| 4. | https://www.youtube.com/watch?v=0e7f8TH5ykI |
| 5. | https://www.youtube.com/watch?v=H62qVpNFTaM |
| 6. | https://www.youtube.com/watch?v=72exq53WnAE |
| 7. | https://www.youtube.com/shorts/2VKAxYAFrwI |
| 8. | https://www.youtube.com/shorts/rbUE8oXg-oY |
| 9. | https://www.youtube.com/shorts/g4vjqerrpJI |
| 10. | https://www.youtube.com/shorts/L0-PtALG138 |
| 11. | https://www.youtube.com/shorts/SbQ_jOx2Bv0 |
| 12. | https://www.youtube.com/watch?v=LCpVPt6lYhU |
| 13. | https://www.youtube.com/watch?v=8C_EoQZ9nsg |
| 14. | https://www.youtube.com/shorts/ZFtGicrihpQ |
| 15. | https://www.youtube.com/shorts/5TNK-RP-2hY |
| 16. | https://www.youtube.com/shorts/52IINAm-UIA |
| 17. | https://www.youtube.com/shorts/-6ZsQ_k8dd4 |
| 18. | https://www.youtube.com/shorts/dwayl00DC98 |
| 19. | https://www.youtube.com/shorts/jK45pe8s2vs |
| 20. | https://www.youtube.com/shorts/EkxzrwCuy74 |
| 21. | https://www.youtube.com/shorts/sa_Q4Xlr99Q |
| 22. | https://www.youtube.com/shorts/Huzm5bBvCCU |
| 23. | https://www.youtube.com/shorts/-TiT7Yt_y-k |
| 24. | https://www.youtube.com/shorts/EQVd-FDghRE |



| | |
|-----|---|
| 25. | https://www.youtube.com/shorts/GduuL47jmbY |
| 26. | https://www.youtube.com/shorts/GNSYBlSyVkl |
| 27. | https://www.youtube.com/shorts/-MieEKBI4KM |
| 28. | https://www.youtube.com/shorts/YHMhOIIB2l8 |
| 29. | https://www.youtube.com/shorts/9cVmGyRDSTc |
| 30. | https://www.youtube.com/shorts/aAchjgwQCWk |
| 31. | https://www.youtube.com/shorts/6A7ae5K_OLU |
| 32. | https://www.youtube.com/shorts/_bf7SHLXf4M |
| 33. | https://www.youtube.com/shorts/pLhleBTzAag |
| 34. | https://www.youtube.com/shorts/TXEngXyAP4A |
| 35. | https://www.youtube.com/shorts/3k9NRxYFfxw |
| 36. | https://www.youtube.com/shorts/cc162MKoL_U |
| 37. | https://www.youtube.com/shorts/BsiyaMR178o |
| 38. | https://www.youtube.com/shorts/lQEScXpaAK0 |
| 39. | https://www.youtube.com/shorts/umrjM5GSGxA |
| 40. | https://www.youtube.com/shorts/G0I8I8vpL8c |
| 41. | https://www.youtube.com/shorts/5qsgqSQX33Q |
| 42. | https://www.youtube.com/shorts/uyfbvYhNgnE |
| 43. | https://www.youtube.com/shorts/yCxfJWbzvLA |
| 44. | https://www.youtube.com/shorts/Usyuuc3Dujw |
| 45. | https://www.youtube.com/shorts/hBzGnjl_on8 |
| 46. | https://www.youtube.com/shorts/JiJt4HHp-IY |
| 47. | https://www.youtube.com/shorts/ZqC6BNUU7Ls |
| 48. | https://www.youtube.com/shorts/iqgASV72vIg |
| 49. | https://www.youtube.com/shorts/u0vNBTLEPck |
| 50. | https://www.youtube.com/shorts/aLYfPC4JrbQ |
| 51. | https://www.youtube.com/shorts/NFRfRBDaaOE |
| 52. | https://www.youtube.com/shorts/3zBmievlCoQ |



| | |
|-----|---|
| 53. | https://www.youtube.com/shorts/uW2pV9QaPwI |
| 54. | https://www.youtube.com/shorts/M_8MvX-DvEE |
| 55. | https://www.youtube.com/shorts/Z_Ap1Cj589k |
| 56. | https://www.youtube.com/shorts/xDjfqe8jV4c |
| 57. | https://www.youtube.com/shorts/EUbEIehV4iM |
| 58. | https://www.youtube.com/shorts/rhKAT5CflbQ |
| 59. | https://www.youtube.com/shorts/XkFjaBqhslo |
| 60. | https://www.youtube.com/shorts/YAW1eU0vQZk |
| 61. | https://www.youtube.com/shorts/mLlHX-G7sOM |
| 62. | https://www.youtube.com/shorts/s1hn6EqX5Kw |
| 63. | https://www.youtube.com/shorts/JzE8Ru_YRag |
| 64. | https://www.youtube.com/shorts/WLVDYU1GsIY |
| 65. | https://www.youtube.com/shorts/ax5el3D_tI0 |
| 66. | https://www.youtube.com/shorts/2Kvcp0vJESE |
| 67. | https://www.youtube.com/shorts/l4LFZ7XLXp0 |
| 68. | https://www.youtube.com/shorts/_53Niw-hs_E |
| 69. | https://www.youtube.com/shorts/byK2UpeZgNY |
| 70. | https://www.youtube.com/shorts/d-7tkI3wdRI |
| 71. | https://www.youtube.com/shorts/KHMiHPgXFrU |
| 72. | https://www.youtube.com/shorts/jgmvD5TzrCc |
| 73. | https://www.youtube.com/shorts/bJmeJo7Jp5I |
| 74. | https://www.youtube.com/shorts/RBFiPS65u7Y |
| 75. | https://www.youtube.com/shorts/opGVjB4FTEo |
| 76. | https://www.youtube.com/shorts/cru2ExHrne4 |
| 77. | https://www.youtube.com/shorts/tjvVnGVrRRI |
| 78. | https://www.youtube.com/shorts/VWoHAROGzGE |
| 79. | https://www.youtube.com/shorts/LsDZCI2YAWQ |
| 80. | https://www.youtube.com/shorts/_7004YnEiC0 |



| | |
|------|---|
| 81. | https://www.youtube.com/shorts/SsmHCB7WBes |
| 82. | https://www.youtube.com/shorts/7Iv0IK91WiE |
| 83. | https://www.youtube.com/shorts/Va6_hIPKzuY |
| 84. | https://www.youtube.com/shorts/YM5E415r1v4 |
| 85. | https://www.youtube.com/shorts/ymJ9eoSQOMA |
| 86. | https://www.youtube.com/shorts/bMXFklLsjs0 |
| 87. | https://www.youtube.com/shorts/CIVjGvSrnjQ |
| 88. | https://www.youtube.com/shorts/DWvQmdwc0qM |
| 89. | https://www.youtube.com/shorts/cilyPo2C7jU |
| 90. | https://www.youtube.com/shorts/mZmCDt9x1u8 |
| 91. | https://www.youtube.com/shorts/5Y-owsgL_pA |
| 92. | https://www.youtube.com/shorts/vH8Hz-5HUMg |
| 93. | https://www.youtube.com/shorts/p34SKdoc52E |
| 94. | https://www.youtube.com/shorts/d_geel6RGto |
| 95. | https://www.youtube.com/shorts/qQMxlE4Od0 |
| 96. | https://www.youtube.com/shorts/kZiT7sa7paA |
| 97. | https://www.youtube.com/shorts/yNvcmwdu8tk |
| 98. | https://www.youtube.com/shorts/ze2JJyDAXkY |
| 99. | https://www.youtube.com/shorts/J-oWjzt-gHU |
| 100. | https://www.youtube.com/shorts/owZyqqClG_w |
| 101. | https://www.youtube.com/shorts/P0KLEmIyNsQ |
| 102. | https://www.youtube.com/shorts/5tGVLUq8HZA |
| 103. | https://www.youtube.com/shorts/7CsRZ7OFyxo |
| 104. | https://www.youtube.com/shorts/V9p8zVmWwN0 |
| 105. | https://www.youtube.com/shorts/ngDqyslrJUK |
| 106. | https://www.youtube.com/shorts/_Iq75ICu6lQ |
| 107. | https://www.youtube.com/shorts/zRgl1odActQ |



| | |
|------|---|
| 108. | https://www.youtube.com/shorts/OPVIUcUi-e8 - This link is no longer functional as on 17.09.2025 |
| 109. | https://www.youtube.com/shorts/Dj2iOeTJ99k |
| 110. | https://www.youtube.com/shorts/vBPRP4PUZ4M |
| 111. | https://www.youtube.com/shorts/9Sn1FA1JDLY |
| 112. | https://www.youtube.com/shorts/XyRgGT75SXU |
| 113. | https://www.youtube.com/shorts/wQ8-0o5GG8w |
| 114. | https://www.youtube.com/shorts/5d6q-b0Cl44 |
| 115. | https://www.youtube.com/shorts/v-7k-fYE7J0 |
| 116. | https://www.youtube.com/shorts/bVQExkUt7Ko |
| 117. | https://www.youtube.com/shorts/FCpiaJ0Hp5k |
| 118. | https://www.youtube.com/shorts/b7CyEDsO7Kw |
| 119. | https://www.youtube.com/watch?v=EnklIDcfwAw |



Annexure II

Defendant No. 15 / Meta Platforms Inc.

| | |
|-----|---|
| 1. | https://www.threads.com/@celebrityshala/post/DIgECJVTO2i/recent-pic-of-karan-johar-made-with-meta-ai?hl=en |
| 2. | https://www.facebook.com/INDMememes/posts/le-karan-johar-and-get-latest-memes-updates-instagram-page-instagramcomtheindmem/185588312991192/ |
| 3. | https://www.instagram.com/reel/DLQFthTSOmo/ |
| 4. | https://www.instagram.com/p/CBmrwGfHXgC/?igsh=MWRuNG11NndpZGw3OA%3D%3D |
| 5. | https://www.instagram.com/p/Cy-3IxnRZAah/?igsh=Z203aTNzYTJkMG4y |
| 6. | https://www.instagram.com/reel/DGGVO2Zzq_C/ |
| 7. | https://www.instagram.com/p/CBsYD4hBtmo/?igsh=b2pnNmo4YTBubjFs |
| 8. | https://www.instagram.com/p/CYSqAfLFMuV/?igsh=MTdq bTRnZzZpd25xYw%3D%3D |
| 9. | https://www.instagram.com/reel/DKhdD0BSwGp/?igsh=MXQ2d3owNm4xcDJ3ag%3D%3D |
| 10. | https://www.facebook.com/people/Karan-Johar/pfbid0drk2yzSUn4UuZrGXidBh2VLu61iA5fucYQSs9c8Rm7nYyHSo65DR4JnxePVtpY61l/ |
| 11. | https://www.facebook.com/people/Karan-Johar/pfbid0J8DmC2pPTxcMnJGd4CZN42Gtbr3q2umPf6A ccsfwCRzRVrukjckfoZeLC3DCGs4Gl/ |
| 12. | https://www.instagram.com/karanjoharpvt/?igsh=bXo4cWZu a25rN3E4# |



Annexure III
Defendant No. 16 / 'X'

| | |
|----|---|
| 1. | https://x.com/KaranJohar |
| 2. | https://x.com/karanjohar70 |
| 3. | https://x.com/pottywithkaran |
| 4. | https://x.com/KJohar255 |
| 5. | https://x.com/KaranJoharKjo |
| 6. | https://x.com/KoffeewitKaran |
| 7. | https://x.com/real_KaranJohar |



Annexure IV
Defendant No. 7 / Pinterest, Inc.

| | |
|----|---|
| 1. | https://uk.pinterest.com/pin/funny-karan-johar-memes--694750680025715892/ |
| 2. | https://in.pinterest.com/pin/karaj-johar-memes-times-of-memes--676595544009991336/ |



Annexure V



Defendant No. 2 / Perfect Privacy LLC

| | |
|----|---|
| 1. | https://wallpapercave.com/karan-johar-wallpapers |
|----|---|

Defendant No. 3 / Godaddy India Web Services Private Limited

| | |
|----|---|
| 1. | https://covers.ai/generator?type=cover&voiceName=karan-johar |
|----|---|

Defendant No. 5 / Giphy¹²

| | |
|----|---|
| 1. | https://giphy.com/gifs/bollywood-india-indian-3ohfFqgoePIWqFOIxi |
| 2. | https://giphy.com/gifs/amazonminiTV-meme-case-toh-banta-hai-ctbh-Rvvjc4BADwfQKNJdWE |
| 3. | https://giphy.com/gifs/bollywood-india-indian-11IXWDzLi3vzFIT4s |
| 4. | https://giphy.com/gifs/bollywood-india-indian-3ohfFfUgNcBGAFIARO |
| 5. | https://giphy.com/gifs/bollywood-india-indian-11IY1imc4vAzzw72o |
| 6. | https://giphy.com/gifs/bollywood-india-indian-11IY72RgLqVWLipUI |
| 7. | https://giphy.com/gifs/bombaysoftwares-joke-karan-johar-are-you-joking-eIeQhu6lvx3YhfH1xK |
| 8. | https://giphy.com/gifs/bollywood-india-indian-26n60rPGpQ10yXKMw |

¹² These links pertain to **Document 16 at page 185 to 186** of the Document set of the plaint and specific links have been added pursuant to the orders of the Hon'ble Court.
This is a digitally signed order.
The authenticity of this order can be verified from Delhi High Court Order Portal by scanning the QR code shown above.
The Order is downloaded from the DHC Server on 19/09/2025 at 18:09:39



Defendant No. 6 / Tenor¹³

| | |
|----|---|
| 1. | https://tenor.com/en-IN/view/scratchysingh-bollywood-alia-bhatt-karan-johar-gif-26175942 |
| 2. | https://tenor.com/en-IN/view/karan-johar-good-newwz-simmba-alina-hindi-gif-995551928546961210 |
| 3. | https://tenor.com/en-IN/view/kwk-karan-other-reactions-happy-gif-1379116633507590743 |
| 4. | https://tenor.com/en-IN/view/kwk-karan-other-reactions-happy-smile-gif-819174496978605200 |
| 5. | https://tenor.com/en-IN/view/kwk-karan-other-reactions-nonsense-gif-5639772224935611968 |
| 6. | https://tenor.com/en-IN/view/funnydance-kjo-karan-johar-desidance-gif-13815414 |

¹³ These links pertain to **Document 17 at page 187 to 188** of the Document set of the plaint and specific links have been added pursuant to the orders of the Hon'ble Court.



Defendant No. 9 / Nyaa Retail Private Limited

| | |
|----|---|
| 1. | https://www.postergully.com/search?q=karan+johar&options%5Bprefix%5D=last |
|----|---|

Defendant No. 13 / Amazon India

| | |
|----|---|
| 1. | https://www.amazon.in/Director-Decorative-Interior-Decoration-Adhesive/dp/B0933CVMGQ |
| 2. | https://www.amazon.in/Peter-Jones-Oversized-Sunglasses-18077BW/dp/B0BV34BZW4/ref=mp_s_a_1_1?adgrpid=151689438465&dib=eyJ2IjoiMSJ9.zPF0-rRoJDRZXDUXbznX8_NsHPTUbcD74ZCc6mc7UM5MYZsRQJ8DptuEEPeNITGu61pk11MQ7NIgS8p4zXSpZ2JL90pgShVqb9BpxWn46QZ8xacTGJB1HAvhqpDYR9TiZyGwVyxCQBvBnBgvgxgUJbmdWSkS-Ll6X2l-kQMgKUbcZaQu2-7HV2hL5nPLOQbMBcIaF54aXVrT6Z6SLoDA7LiMfror-W4wTMbTgeiiJwXqfGUG0SsohTonhQyGjfNsSqVCAlcyyv9WwWksGOI9fCaMFKpGnBa0OcH3MGBwrrv7k.3eynjCXN6vHBGvMiQNRyFVXeUFe6eq7k8iAJtlcxpnw&dib_tag=se&hvadid=669528065924&hvdev=m&hvlocphy=9061655&hvnetw=g&hvqmt=b&hvrnd=2667071698921120143&hvtargid=kwd-1966150854698&hydadcr=3497_2302649&keywords=karan%2Bjohar%2Bstyle%2Bglasses&qid=1721040275&sr=8-1&th=1 |
| 3. | https://www.amazon.in/COLLECTION-Badshah-Karan-inspired-sunglasses/dp/B0BVCW1XG4 |