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

+ **CS(COMM) 296/2026**

**MOHANLAL VISWANATHAN NAIR**

.....Plaintiff

Through: Mr. M.F. Philip, Mr. Sreehari Indukaladhasran, Ms. Smitha Damoparan Nair, Mr. Togin Babichen, Ms. Purnima Krishna and Mr. Karamveer Singh Yadav, Advocates.

versus

**JOHN DOE/ASHOK KUMAR AND ORS**

.....Defendants

Through: Mr. Anirudh D. and Mr. Shubh Kapoor, Advocates for D-3.

Mr. Gyanendra Rathour, Advocates for D-5.

Ms. Ameer Rana, Ms. Sana Banyal and Ms. Komal Pathak, Advocates for D-15.

Ms. Ekta Sharma, Mr. Udit Tewari, Ms. Surabhi Katore and Mr. Nikhil Bharti, Advocates for D-16.

**CORAM:**

**HON'BLE MS. JUSTICE JYOTI SINGH**

**ORDER**

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**27.03.2026**

**I.A. 8339/2026 (u/O I Rule 10 r/w Section 151 CPC)**

1. This application is filed on behalf of the Plaintiff under Order 1 Rule 10 read with Section 151 CPC for impleadment of additional Defendants.
2. It is stated in the application that for effective implementation of the orders passed by this Court, proposed Defendants which are intermediaries need to be impleaded. For the reasons stated in the application, the same is allowed impleading Instagram, Facebook, YouTube and X, as referred to in the application as Defendants No.26 to 36 in the suit. Amended memo of parties is taken on record.



3. Application stand disposed of.

**I.A. 7668/2026 (for pre-institution mediation)**

4. This application is filed on behalf of the Plaintiff under Section 12-A of the Commercial Courts Act, 2015 read with Section 151 CPC seeking exemption from Pre-Institution Mediation.

5. Having regard to the facts of the present case wherein urgent relief is prayed for and in light of the judgment of Supreme Court in *Yamini Manohar v. T.K.D. Keerthi*, (2024) 5 SCC 815, as also Division Bench of this Court in *Chandra Kishore Chaurasia v. RA Perfumery Works Private Ltd.*, 2022 SCC OnLine Del 3529, exemption is granted to the Plaintiff from Pre-Institution Mediation.

6. Application is allowed and disposed of.

**I.A. 7672/2026 (u/S 149 r/w Section 151 CPC)**

7. This application is filed on behalf of the Plaintiff seeking extension of time for filing the court fees.

8. For the reasons stated in the application, the same is allowed permitting the Plaintiff to deposit the requisite court fees within two weeks from today.

9. Application is disposed of.

**I.A. 7669/2026 (u/O XI Rule 1 (4) r/w Section 151 CPC)**

10. This application is filed on behalf of the Plaintiff seeking leave to place on record additional documents within 30 days.

11. Plaintiff, if he wishes to file additional documents at a later stage, shall do so strictly in accordance with provisions of the Commercial Courts Act, 2015.

12. Application is disposed of.



**I.A. 7670/2026 (u/S 151 CPC)**

13. This application is filed on behalf of the Plaintiff seeking exemption from filing affidavit under Section 63(4) of the Bharatiya Sakshya Adhiniyam, 2023.

14. For the reasons stated in the application, the same is allowed exempting the Plaintiff from filing the affidavit of electronic certificate under Section 63(4) of the Bharatiya Sakshya Adhiniyam, 2023 at this stage with permission to file the same as and when directed by Court.

15. Application stands disposed of.

**I.A. 7671/2026 (u/S 80(2)CPC)**

16. This application is filed on behalf of the Plaintiff under Section 80(2) CPC seeking exemption from effecting two months' advance notice on Defendants No. 18 and 19.

17. For the reasons stated in the application, the same is allowed exempting the Plaintiff from effecting two months' advance notice on Defendants No. 18 and 19.

18. Application stands disposed of.

**CS(COMM) 296/2026**

19. Let plaint be registered as a suit.

20. Upon filing of process fee, issue summons to the Defendants through all permissible modes, returnable before the learned Joint Registrar on 21.04.2026.

21. Summons shall state that the written statements shall be filed by the Defendants within 30 days from the receipt of summons along with affidavits of admission/denial of the documents filed by the Plaintiff.

22. It will be open to the Plaintiff to file replications within 30 days from



the date of receipt of written statements along with affidavits of admission/denial of documents filed by the Defendants.

23. If any of the parties wish to seek inspection of any documents, the same be sought and given the timeline prescribed in Delhi High Court (Original Side) Rules, 2018.

24. Learned Joint Registrar will carry out admission/denial of documents and marking of exhibits.

**I.A. 8340/2026 (u/O XXXIX Rules 1 and 2 r/w Section 151 CPC)**

25. This application is filed on behalf of the Plaintiff seeking *ex parte* ad interim injunction against the Defendants.

26. Issue notice to the Defendants through all permissible modes, returnable on 14.07.2026.

27. Case of the Plaintiff as set out in the plaint is that Plaintiff is widely recognized as one of the greatest actors in Malayalam cinema and is globally acclaimed as “The Complete Actor” for his extraordinary versatility and depth of performance. With a career spanning over four decades, Plaintiff has acted in more than 360 cinematographic films, leaving an indelible mark on the Indian film industry. Plaintiff commenced his professional acting career in 1980 by portraying an antagonist in the Malayalam romantic drama *Manjil Virinja Pookkal*, which emerged as a major commercial success and thereafter Plaintiff witnessed a steady rise in opportunities and career. The mid 1980s proved particularly significant as his performance in film *T. P. Balagopalan M.A.*, directed by Mr. Sathyan Anthikad earned him the Kerala State Film Award for Best Actor at the age of 26.

28. It is stated that in 1991, Plaintiff received the National Film Award for Best Actor for his performance in *Bharatham* followed by another



National Film Award in 1999 for his performance in *Vanaprastham*, which was internationally acclaimed and screened at major global film festivals including Cannes Film Festival. Plaintiff's film *Guru* was selected as India's official entry to the Academy Awards thereby significantly enhancing Plaintiff's stature beyond Indian cinema. Throughout 2000s, Plaintiff consistently delivered commercially successful and critically acclaimed films across multiple languages including Malayalam, Tamil, Telugu, Kannada and Hindi and notable works during this period include films such as *Narasimham* (2000), *Ravanaprabhu* (2001), *Company* (2002), *Balettan* (2003), *Thanmathra* (2005), *Keerthi Chakra* (2006), *Bhramaram* (2009) and *Pranayam* (2011). These performances showcased Plaintiff's exceptional versatility and reinforced his reputation as an actor of extraordinary depth and range.

29. It is further stated that Plaintiff's performance as a protagonist in films *Drishyam* (2013) and *Drishyam 2* (2021) helped him achieve unprecedented commercial success and led to multiple remakes across Indian and International languages. Plaintiff is the only actor whose films in two different languages has crossed the Rs.100 crore mark. Plaintiff has also acted in Sanskrit Classical Drama *Karnabharam* which further underscores his reputation, credibility and standing as a serious performing artist of National and International repute. Besides his accomplishments as an actor, Plaintiff has made significant contributions to film industry as a producer, director, theatre artist, playback singer and author.

30. It is stated that Plaintiff has consistently engaged in philanthropic and charitable activities, contributing to initiatives relating to public welfare and social causes, thereby reinforcing his standing as a socially responsible



public figure. In particular, during COVID-19 pandemic, Plaintiff extended substantial support to healthcare institutions by facilitating provision of essential medical infrastructure and supplies including ventilators, X-ray machines, oxygen lines, medicines and vaccines. Plaintiff has also extended assistance during natural calamities by providing aid and relief measures etc.

31. It is stated that Plaintiff has received numerous accolades and honours during his illustrious career such as the Dadasaheb Phalke Award in 2023, the highest honour in Indian cinema, which was presented by the President of India, recognising his outstanding contribution to growth and development of Indian film industry. Prior thereto, Plaintiff was honoured with Padma Shri in 2001 and Padma Bhushan in 2019 for his significant contributions to Indian cinema. Plaintiff is the first actor to be conferred the honorary rank of Lieutenant Colonel in Territorial Army in 2009. Additionally, Plaintiff has received 05 National Film Awards from Government of India and 06 Kerala State Films Awards for best actor from Government of Kerala. List of several awards and recognitions received by the Plaintiff is furnished in paragraph 20 of the plaint.

32. It is stated that Plaintiff's name, image, persona and other attributes of his personality command substantial goodwill and commercial value and function as a source identifier and are perceived by the public at large as a mark of trust and credibility, thereby enabling Plaintiff to enter into numerous commercial endorsement arrangements. Owing to immense goodwill and public recognition, Plaintiff is regarded as one of the most sought after brand ambassadors in India and he has over the years endorsed several reputed brands across diverse sectors, as enumerated in paragraph 21 of the plaint. Consequently, Plaintiff's name, image and personality



constitute valuable commercial assets which are extensively utilized for marketing and promotion purposes to attract and influence consumers. Members of the public repose confidence that the goods and services endorsed by Plaintiff and/or associated with him will be an embodiment of quality, reliability and excellence.

33. It is stated that Plaintiff's widespread goodwill and reputation is demonstrated from his extensive footprint on social media platforms where Plaintiff commands approximately 7.3 million followers on Facebook, 6.3 million followers on X and 6.4 million followers on Instagram. Plaintiff also maintains an official blog website titled "*The Complete Actor*", which enjoys substantial readership and serves as a platform through which Plaintiff consistently engages with his admirers/fans and the public at large, which enhances his public recognition, brand value and commercial goodwill.

34. It is stated that being a highly respected public figure, Plaintiff enjoys legally protectable personality and publicity rights in relation to all facets of his personality. Plaintiff's on-screen appearances and commercial endorsements are done through utilisation of attributes of personality/persona including his name, likeness, signature/autograph, voice, image and other characteristics that are uniquely identified and associated with the Plaintiff. Plaintiff enjoys exclusive control over these attributes and no one can utilize and/or misappropriate and/or imitate any facet of Plaintiff's personality and/or exploit the same commercially in any manner whatsoever without the consent and/or expressed authorization of the Plaintiff.

35. It is stated that Defendant No.1/John Doe/Ashok Kumar are unknown persons who are infringing Plaintiff's intellectual property rights. Defendant



No.2 is an online shopping platform operating a website accessible at <https://www.filmpatients.com/> and offers for sale merchandise such as T shirts, hoodies, button badges, phone covers, posters, notebooks and allied products bearing Plaintiff's name, image, likeness and/or personality attributes, without the authorization, consent or licence from the Plaintiff. Defendant No.3 is an online shopping platform operating a website accessible at <https://franklywearing.com/> and offers for sale infringing merchandise such as T shirts, hoodies, posters and allied products bearing Plaintiff's personality attributes without authorization. Defendant No. 4 is an e-commerce platform operating a website accessible at <https://cinemeals.in/> and offers for sale infringing merchandise such as T shirts, bearing Plaintiff's personality attributes without authorization, consent or licence from the Plaintiff. Defendant No.5/Amazon Seller Services Private Limited operates and maintains an e-commerce marketplace accessible at <https://www.amazon.in/>. Various sellers on Defendant No. 5's platform offer for sale infringing articles such as posters bearing Plaintiff's name, image and likeness without authorization. Defendant No.6/Etsy, operates an e-commerce platform accessible at <https://www.etsy.com/>, where sellers sell infringing merchandise without authorization or permission. Similarly, Defendants No.7 to 9 are e-commerce platforms where sellers are offering infringing merchandise. Defendants No.10 to 14 are online shopping platforms accessible at the domains furnished in the plaint where they offer clothes and other articles using personality attributes of the Plaintiff without authority or permission.

36. It is stated that Defendant No.15/Meta Platforms, Inc. owns and operates the social media platforms Facebook and Instagram, on which



multiple users are engaged in infringing activities by using Plaintiff's name, image, likeness and other personality attributes without Plaintiff's authorization. Defendant No.16/Google LLC owns and operates the platform YouTube, where infringing videos using Plaintiff's name, image, likeness and other personality attributes have been published without Plaintiff's authorization. Defendant No.17 is X, a social networking and microblogging service wherein multiple users are engaged in infringing activities using Plaintiff's personality attributes without authorisation. Since details of infringing accounts are not available in the public domain, Defendant No.17 is impleaded for effective implementation of Court orders. Defendants No. 18 and 19 are MeitY and DoT which have been impleaded solely for implementing the Court orders.

37. Learned counsel for the Plaintiff submits that Plaintiff is a highly respected public figure and is a globally renowned actor and entitled to protection of his personality and publicity rights in relation to all facets of his personality as also the exclusive right to control and regulate commercial exploitation of his personality attributes, including but not limited to his name, signature/autograph, image, voice, likeness, exclusively associated with the Plaintiff. The name Mohanlal/Lalettan, being the personal name/stage name of the Plaintiff, immediately gets associated with the Plaintiff and no one else. Owing to its inherent distinctiveness coupled with the reputation and goodwill earned across diverse theme, the said name is uniquely associated with the Plaintiff entitling him to restrain third parties from its unauthorized use. Plaintiff also enjoys moral rights to prevent mutilation, distortion or any other modification of his performances such that it maligns his reputation.



38. It is urged that Plaintiff has a right to prevent third parties from misappropriating the goodwill and reputation associated with his persona/likeness and if any attribute is misappropriated and goods are sold to public giving a false impression of association with or endorsement by the Plaintiff, it would confuse and cause irreparable harm to the reputation of the Plaintiff. Defendants No.2 to 14 are operating commercial merchandise websites which offer for sale products such as T Shirts, phone covers, posters etc. bearing Plaintiff's name, image, likeness and/or other personality attributes without his consent or authorization and for unlawful commercial gains, amounting to passing off and violating the common law rights of the Plaintiff. Details of the Defendants and offending links/websites are as follows:-

**TABLE-A**

<b>Defendant No.</b>	<b>Website / URL</b>
Defendant No. 2	<a href="https://www.filmpatients.com/search?type=product&amp;q=mohanlal">https://www.filmpatients.com/search?type=product&amp;q=mohanlal</a>
Defendant No. 3	<a href="https://franklywearing.com/creator-products?q=mohanlal&amp;product_id=83">https://franklywearing.com/creator-products?q=mohanlal&amp;product_id=83</a>
Defendant No. 4	<a href="https://cinemeals.in/collections/mohanlal?_pos=1&amp;_psq=mohanlal&amp;_ss=e&amp;_v=1.0">https://cinemeals.in/collections/mohanlal?_pos=1&amp;_psq=mohanlal&amp;_ss=e&amp;_v=1.0</a>
Defendant No. 5	<a href="https://www.amazon.in/s?k=Buy+Quirkopedia+Mohanlal+vs+Mammooty+-+Face-Off+Style+Malayalam+Movies+Mens+Tshirts+Black">Buy Quirkopedia Mohanlal vs Mammooty - Face-Off Style Malayalam Movies Mens Tshirts Black at Amazon.in</a>
Defendant No. 6	<a href="https://www.etsy.com/in-en/search?q=mohanlal&amp;ref=search_bar">https://www.etsy.com/in-en/search?q=mohanlal&amp;ref=search_bar</a>
Defendant No. 7	<a href="https://www.redbubble.com/shop?query=mohanlal&amp;ref=search_box">https://www.redbubble.com/shop?query=mohanlal&amp;ref=search_box</a>
Defendant No. 8	<a href="https://www.journeyclothingco.in/product-page/mohanlal-vintage-rajavinte-makan-printed-tees-with-pocket-180-gsm-cotton">https://www.journeyclothingco.in/product-page/mohanlal-vintage-rajavinte-makan-printed-tees-with-pocket-180-gsm-cotton</a>
Defendant No. 9	<a href="https://printerval.com/search?q=mohanlal">https://printerval.com/search?q=mohanlal</a>
Defendant No. 10	<a href="https://colourcrafts.co.in/search?q=mohanlal&amp;options%5Bprefix%5D=last">https://colourcrafts.co.in/search?q=mohanlal&amp;options%5Bprefix%5D=last</a>



Defendant No. 11	<a href="https://lovingsquad.com/product/call-me-mohanlal-because-i-am-a10-out-of-10-shirt/">https://lovingsquad.com/product/call-me-mohanlal-because-i-am-a10-out-of-10-shirt/</a>
Defendant No. 12	<a href="https://www.zazzle.com/s/mohanlal">https://www.zazzle.com/s/mohanlal</a>
Defendant No. 13	<a href="https://saltlightworld.com/search?q=mohanlal*&amp;type=article,page,product">https://saltlightworld.com/search?q=mohanlal*&amp;type=article,page,product</a>
Defendant No. 14	<a href="https://chathan.in/">https://chathan.in/</a>

39. It is submitted that Defendants No.20 to 36 are various accounts and/or pages operating on platforms of Defendants No.15 and 16, which have created and disseminated unauthorized content falsely suggesting Plaintiff's association with the endorsements therein. This apart, some disseminated AI generated content involves body shaming, unparliamentary and sexually explicit language and material instigating hatred against the Plaintiff as also distortion of his performances in cinematograph films using Plaintiff's personality attributes. Illustratively, Defendant No.26 is an Instagram account bearing the user name 'baiju.art', accessible at [http://www.instagram.com/baiju\\_art/reels/](http://www.instagram.com/baiju_art/reels/), which has created, published and disseminated multiple unauthorised AI generated images and videos using Plaintiff's attributes, without consent or licence and the content falsely portrays Plaintiff's fictional and uncinematic styles, amounting to unlawful exploitation of his persona. Defendant No.32 is a YouTube channel which has published an AI generated tutorial video, demonstrating and explaining cloning and replication of Plaintiff's voice, extracted from an interview given by the Plaintiff in public media and the video enables imitation and misuse of Plaintiff's distinctive voice. Defendant No.20 is an application with an official Facebook page, which has published content depicting Plaintiff's endorsement of its application, which is wholly false. Defendant No.5 is Amazon Seller Services Pvt. Ltd., which operates and maintains an



e-commerce marketplace where different sellers are offering for sale infringing articles such as posters bearing Plaintiff's name, image and likeness, without authorisation. Relevant URLs which need to be taken down forthwith are as follows:-

**TABLE-B**

Defendant No.	Infringing Links
Defendant No.20	<a href="https://www.facebook.com/reel/1361344825476373">https://www.facebook.com/reel/1361344825476373</a>
Defendant No.21	<a href="https://www.instagram.com/ettante_piller_3.0?igsh=MWq3ZmlydXptYXZyaQ">https://www.instagram.com/ettante_piller_3.0?igsh=MWq3ZmlydXptYXZyaQ</a>
Defendant No.22	<a href="https://www.instagram.com/lalettan_fanboy3/reels/">https://www.instagram.com/lalettan_fanboy3/reels/</a> <a href="https://www.instagram.com/reel/DV3hXnixLEM/">https://www.instagram.com/reel/DV3hXnixLEM/</a>
	<a href="https://www.instagram.com/reel/DT2tAtYEaAy/">https://www.instagram.com/reel/DT2tAtYEaAy/</a> <a href="https://www.instagram.com/reel/DT0XcBzkpdC/">https://www.instagram.com/reel/DT0XcBzkpdC/</a> <a href="https://www.instagram.com/reel/DRuKBu9kmsV/">https://www.instagram.com/reel/DRuKBu9kmsV/</a>
Defendant No.23	<a href="https://www.instagram.com/jimittole/reels/">https://www.instagram.com/jimittole/reels/</a>
Defendant No.24	<a href="https://www.facebook.com/JimittJokes?rdid=kMTGS0eaWmqIKXCu&amp;share_url=https%3A%2F%2Fwww.facebook.com%2Fshare%2F1JYacnCHDr%2Fhttps://www.facebook.com/photo?fbid=209375774803412&amp;set=pb.100071929712379.-2207520000">https://www.facebook.com/JimittJokes?rdid=kMTGS0eaWmqIKXCu&amp;share_url=https%3A%2F%2Fwww.facebook.com%2Fshare%2F1JYacnCHDr%2Fhttps://www.facebook.com/photo?fbid=209375774803412&amp;set=pb.100071929712379.-2207520000</a>
Defendant No.26	<a href="https://www.instagram.com/baiju_art/reels/">https://www.instagram.com/baiju_art/reels/</a> <a href="https://www.instagram.com/reel/DTNaNGFCdgV/">https://www.instagram.com/reel/DTNaNGFCdgV/</a> <a href="https://www.instagram.com/reel/DS7a6kVCdYP/">https://www.instagram.com/reel/DS7a6kVCdYP/</a> <a href="https://www.instagram.com/reel/DS7YtA2CYhY/">https://www.instagram.com/reel/DS7YtA2CYhY/</a> <a href="https://www.instagram.com/reel/DKjfxaTJKZP/">https://www.instagram.com/reel/DKjfxaTJKZP/</a> <a href="https://www.instagram.com/reel/DGalcMZS2yV/">https://www.instagram.com/reel/DGalcMZS2yV/</a> <a href="https://www.instagram.com/reel/DHiYonfJxni/">https://www.instagram.com/reel/DHiYonfJxni/</a> <a href="https://www.instagram.com/reel/DHqKAOrpBTJ/">https://www.instagram.com/reel/DHqKAOrpBTJ/</a> <a href="https://www.instagram.com/reel/DGS3BZdypna/">https://www.instagram.com/reel/DGS3BZdypna/</a>
Defendant No.27	<a href="https://www.instagram.com/realkailas/reels/">https://www.instagram.com/realkailas/reels/</a> <a href="https://www.instagram.com/reel/DRbdDZWkXHO/">https://www.instagram.com/reel/DRbdDZWkXHO/</a>
Defendant No.28	<a href="https://www.facebook.com/61578141093178/videos/868378119293278/?fs=e&amp;s=TleQ9V&amp;mibextid=wwXlfr&amp;rdid=KEUGIJd52IQANMII">https://www.facebook.com/61578141093178/videos/868378119293278/?fs=e&amp;s=TleQ9V&amp;mibextid=wwXlfr&amp;rdid=KEUGIJd52IQANMII</a>
Defendant No.29	<a href="https://www.instagram.com/reel/DSut_q4jWxN/?igsh=MWRwcGpnZXNvazR6cQ==">https://www.instagram.com/reel/DSut_q4jWxN/?igsh=MWRwcGpnZXNvazR6cQ==</a>
Defendant No.30	<a href="https://www.instagram.com/reel/DSKWckhEhOy/?igsh=dWoyOHI4bGdsZHkx">https://www.instagram.com/reel/DSKWckhEhOy/?igsh=dWoyOHI4bGdsZHkx</a>
Defendant No.25	<a href="https://www.youtube.com/@MohanlalAi2026/shorts">https://www.youtube.com/@MohanlalAi2026/shorts</a>
Defendant No.31	<a href="https://www.youtube.com/shorts/IKRcUK3AHSI">https://www.youtube.com/shorts/IKRcUK3AHSI</a> <a href="https://www.youtube.com/shorts/o9Y0kemdNT4">https://www.youtube.com/shorts/o9Y0kemdNT4</a>
Defendant No.32	<a href="https://www.youtube.com/watch?v=LldZg2n8TX8">https://www.youtube.com/watch?v=LldZg2n8TX8</a>
Defendant No.33	<a href="https://www.youtube.com/watch?v=Grl2QyrJnIM">https://www.youtube.com/watch?v=Grl2QyrJnIM</a>
Defendant No.34	<a href="https://www.youtube.com/shorts/5Eo9lraCAyU">https://www.youtube.com/shorts/5Eo9lraCAyU</a>
Defendant No.35	<a href="https://www.youtube.com/watch?v=MboPb1GsA6o&amp;t=19s">https://www.youtube.com/watch?v=MboPb1GsA6o&amp;t=19s</a> <a href="https://www.youtube.com/watch?v=bddDmzxyuKM">https://www.youtube.com/watch?v=bddDmzxyuKM</a>



<b>Defendant No.36</b>	<a href="https://x.com/_fayis_/status/20096563460027597">https://x.com/_fayis_/status/20096563460027597</a> <a href="#">14</a>
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40. It is argued that Defendant No.15 owns and operates social media platforms Facebook and Instagram, on which multiple users are engaged in infringing activities as detailed in the plaint, using Plaintiff's personality attributes without authorisation and Defendant No.16 operates YouTube platform on which infringing videos are being published with personality attributes of the Plaintiff and distorting his image and cinematograph performances. Learned counsel submits that the impugned contents which are subject matter of this suit are causing irreparable damage to the goodwill and reputation of the Plaintiff, garnered over four decades and are also violating his personality, privacy and intellectual property rights.

41. Appearing on advance copy of the plaint, counsel for Defendant No.3, on instructions, submits that Defendant No.3 is an online e-commerce platform operating as an intermediary and on receipt of Plaintiff's notice, in good faith and without prejudice to its rights and contentions, the specified URLs were permanently disabled/removed from the platform and respective uploaders were duly notified and cautioned against alleged infringing activities. This intimation was duly communicated to the Plaintiff vide e-mail dated 25.03.2026 and hence, Defendant No.3 be deleted from array of parties.

42. Appearing on behalf of Defendant No.5, learned counsel, on instructions, submits that Defendant No.5 is a third party whose online marketplace, appears to have been used by other Defendants to list, price, offer for sale or sell the impugned products bearing Plaintiff's images. Defendant No.5 has no role in these infringing activities. Moreover,



Plaintiff has not identified specific infringing URLs in the plaint *sans* which no action can be taken by Defendant No.5. As and when Plaintiff furnishes details of identified infringing URLs, necessary action will be taken.

43. Counsels for Meta and Google jointly submit that they are intermediaries that provide platforms where third parties can upload content and are neither the authors nor publishers of the content allegedly infringing Plaintiff's rights. Therefore, in the first instance, Court may issue directions to concerned Defendants, who are uploaders, to take down the URLs. Counsel for Meta urges that take down directions of all URLs be issued first against Defendants No.20 to 24 and 26 to 30 and in the event, they fail to do so, Meta be directed to take action only against specific URLs identified in **Annexure-B**. It is also submitted that Meta be directed only to provide Basic Subscriber Information ('BSI') and IP logs of Defendants No.20 to 24 and 26 to 30 and not complete details as sought in the plaint. Counsel for Google makes a similar submission for a direction in the first instance to Defendants No.25 and 31 to 35 and only in the event they fail to take down the URLs, Google be directed to take action only against URLs specified and identified in **Annexure-C** and that Google be directed only to provide BSI and IP logs of Defendants No.25 and 31 to 35.

44. I have heard learned counsel for the Plaintiff and examined his contentions as also the documents placed on record and I am of the view that Plaintiff has made out a *prima facie* case for grant of *ex parte* ad interim injunction against the Defendants. Balance of convenience lies in favour of the Plaintiff and he is likely to suffer irreparable harm in case the interim injunction, as prayed for, is not granted.



45. Plaintiff is one of the most distinguished actors in Indian cinema with an illustrious career spanning over 4 decades with more than 360 cinematograph films to his credit. As brought forth, Plaintiff has over the years garnered immense goodwill and reputation for himself and is a recipient of prestigious honours and awards such as National Film Award for Best Actor, Dadasaheb Phalke Award, highest honour in Indian cinema as also Padma Shri and Padma Bhushan. As stated in the plaint, Plaintiff is the only actor whose films in two different languages have crossed 100 crores mark. He has also made significant contributions to the film industry as a producer, director, playback singer and author.

46. Plaintiff has a right to protect his name, likeness, voice and image, which are the elements and attributes of his persona and personality and no third party has a right to use these attributes without his authorisation. It is equally settled that when attributes of famous personalities are unauthorisedly used, it leads to commercial detriment. Celebrity's right of endorsement acts as a major source of likelihood which cannot be destroyed by permitting unlawful dissemination and sale of merchandise or other articles bearing the face or attributes of his or her persona without authorisation. [*Ref.: Anil Kapoor v. Simply Life India, 2023 SCC Online Del 6914 and Jaikishan Kakubhai Saraf v. Peppy Store and Others, 2024 SCC OnLine Del 3664*].

47. As brought forth in the plaint, Defendants No.1 to 14 are operating commercial merchandise websites, which offer sale of products such as T-Shirts, hoodies, posters etc. using Plaintiff's name, image, likeness and other personality attributes without his authorisation and thereby infringe his personality and publicity rights besides the right to endorse various products



for commercial gain and this also amounts to passing off. Defendants No.20 to 36 are creating and disseminating unauthorised content which includes Plaintiff's association or endorsements as also distasteful content involving body shaming and unparliamentary and sexually explicit language and there is no gainsaying that this is causing irreparable damage and harm to Plaintiff's immense goodwill and reputation built over 4 decades. Therefore, it is imperative that concerned Defendants are restrained and personality/publicity/intellectual property rights of the Plaintiff are protected and preserved. Accordingly, the following directions are issued:-

- (a) Defendants No.1 to 14 and 20 to 36, their associates, servants, agents, affiliates, holding companies, assignees, substitutes, representatives, group entities, subscribers, employees and/or any person or entity acting on their behalf are restrained till the next date of hearing, from violating Plaintiff's personality and publicity rights by utilising and/or in any manner, directly or indirectly using, exploiting, reproducing, disseminating, or misappropriating Plaintiff's (a) name "Mohanlal"/"Lalettan"; (b) image; (c) voice; (d) likeness and/or any other attribute of Plaintiff's persona, without his authorisation, for any commercial and/or personal gain, through the use of Artificial Intelligence, Generative AI, Machine Learning, Deepfakes, AI Chatbot, Face Morphing and/or any other medium and format;
- (b) Defendants No.1 to 14 are restrained till the next date of hearing from selling, offering for sale and/or facilitating sale of merchandise including clothing, posters, notebooks etc., using Plaintiff's image and/or other personality attributes, so as to



- misrepresent to public that the goods have some association with or are endorsed by him, amounting to passing off;
- (c) Defendants No. 20 to 36 are restrained till the next date of hearing from posting any content by way of videos or otherwise on any social media platform using Plaintiff's personality attributes which in any manner exploit his personality and privacy rights and/or damage his reputation and goodwill;
- (d) Defendants No. 2 to 14 are directed to take down and remove the accessible infringing URLs mentioned in **Annexure-A** to this order within 36 hours from the date of receipt of this order;
- (e) Defendants No. 20 to 24 and 26 to 30 are directed to take down and remove the accessible infringing URLs specified in **Annexure-B** to this order within 36 hours from the date of receipt of this order;
- (f) Defendants No. 25 and 31 to 35 are directed to take down and remove the accessible infringing URLs specified in **Annexure-C** to this order within 36 hours from the date of receipt of this order;
- (g) Defendant No. 36 is directed to take down and remove the infringing URL specified in **Annexure-D** to this order within 36 hours from the date of receipt of this order;
- (h) In the event, Defendants No. 20 to 24 and 26 to 30 do not take down the URLs as directed, Defendant No. 15 shall take down the URLs identified in **Annexure-B** to this order within 36 hours of intimation to this effect from the Plaintiff;
- (i) In the event, Defendants No. 25 and 31 to 35 do not take down the URLs as directed, Defendant No. 16 shall take down the URLs



identified in **Annexure-C** to this order within 36 hours of intimation to this effect from the Plaintiff;

- (j) In the event, Defendant No. 36 does not take down the specified URL within the time granted by the Court, Defendant No. 17 shall take down the URL identified in **Annexure-D** to this order, within 36 hours of intimation to this effect from the Plaintiff;
- (k) Meta shall provide BSI and IP logs of Defendants No. 20 to 24 and 26 to 30 to the Plaintiff within three weeks from today and file the same in a sealed cover/password protected document within two weeks from today;
- (l) Google shall provide BSIs and IP logs of Defendants No.25 and 31 to 35 to the Plaintiff within three weeks from today and file the same in a sealed cover/password protected document within two weeks from today; and
- (m) Defendant No. 17/X shall provide BSI and IP logs of Defendant No. 36 to the Plaintiff within two weeks from today and file the same in a sealed cover/password protected document within two weeks from today.

48. Plaintiff shall comply with the provisions of Order XXXIX Rule 3 CPC within two weeks from today.

**JYOTI SINGH, J**

**MARCH 27, 2026/RW**



## ANNEXURE – A

S. No.	URLs	Defendant No.	Status
1.	<a href="https://www.filmpatients.com/search?type=product&amp;q=mohanlal">https://www.filmpatients.com/search?type=product&amp;q=mohanlal</a>	Defendant No. 2	Inaccessible
2.	<a href="https://franklywearing.com/creator-products?q=mohanlal&amp;product_id=83">https://franklywearing.com/creator-products?q=mohanlal&amp;product_id=83</a>	Defendant No. 3	Inaccessible
3.	<a href="https://cinemeals.in/collections/mohanlal?_pos=1&amp;psq=mohanlal&amp;ss=e&amp;v=1.0">https://cinemeals.in/collections/mohanlal?_pos=1&amp;psq=mohanlal&amp;ss=e&amp;v=1.0</a>	Defendant No. 4	Accessible
4.	<a href="#">Buy Quirkipedia Mohanlal vs Mammooty - Face-Off Style Malayalam Movies Mens Tshirts Black at Amazon.in</a>	Defendant No. 5	Accessible
5.	<a href="https://www.etsy.com/search?q=mohanlal&amp;ref=search_bar&amp;instant_download=0">https://www.etsy.com/search?q=mohanlal&amp;ref=search_bar&amp;instant_download=0</a>	Defendant No. 6	Accessible
6.	<a href="https://www.redbubble.com/shop?query=mohanlal&amp;ref=search_box">https://www.redbubble.com/shop?query=mohanlal&amp;ref=search_box</a>	Defendant No. 7	Accessible
7.	<a href="https://www.journeyclothingco.in/product-page/mohanlal-vintage-rajavinte-makan-printed-tees-with-pocket-180-gsm-cotton">https://www.journeyclothingco.in/product-page/mohanlal-vintage-rajavinte-makan-printed-tees-with-pocket-180-gsm-cotton</a>	Defendant No. 8	Inaccessible
8.	<a href="https://printerval.com/search?q=mohanlal">https://printerval.com/search?q=mohanlal</a>	Defendant No. 9	Accessible
9.	<a href="https://colourcrafts.co.in/search?q=mohanlal&amp;options%5Bprefix%5D=last">https://colourcrafts.co.in/search?q=mohanlal&amp;options%5Bprefix%5D=last</a>	Defendant No. 10	Inaccessible
10.	<a href="https://lovingsquad.com/product/call-me-mohanlal-because-i-am-a10-out-of-10-shirt/">https://lovingsquad.com/product/call-me-mohanlal-because-i-am-a10-out-of-10-shirt/</a>	Defendant No. 11	Accessible
11.	<a href="https://www.zazzle.com/s/mohanlal">https://www.zazzle.com/s/mohanlal</a>	Defendant No. 12	Accessible
12.	<a href="https://saltlightworld.com/search?q=mohanlal*&amp;type=article,page,product">https://saltlightworld.com/search?q=mohanlal*&amp;type=article,page,product</a>	Defendant No. 13	Inaccessible
13.	<a href="https://chathan.in/">https://chathan.in/</a>	Defendant No. 14	Inaccessible



## ANNEXURE – B

S No.	FB / IG URLs	Defendant Nos.	Profile/ Specific URL	Status
1.	<a href="https://www.facebook.com/reel/1361344825476373">https://www.facebook.com/reel/1361344825476373</a>	Defendant No. 20	Specific URL	Accessible
2.	<a href="https://www.instagram.com/ettante_piller_3.0?igsh=MWg3ZmIydXptYXZyaQ">https://www.instagram.com/ettante_piller_3.0?igsh=MWg3ZmIydXptYXZyaQ</a>	Defendant No. 21	Profile URL	Inaccessible
3.	<a href="https://www.instagram.com/reel/DV3hXnixLEM/">https://www.instagram.com/reel/DV3hXnixLEM/</a>	Defendant No. 22	Specific URL	Accessible
4.	<a href="https://www.instagram.com/reel/DT2tAtYEaAy/">https://www.instagram.com/reel/DT2tAtYEaAy/</a>	Defendant No. 22	Specific URL	Accessible
5.	<a href="https://www.instagram.com/reel/DT0XcBzkpdC/">https://www.instagram.com/reel/DT0XcBzkpdC/</a>	Defendant No. 22	Specific URL	Accessible
6.	<a href="https://www.instagram.com/reel/DRuKBU9kmsV/">https://www.instagram.com/reel/DRuKBU9kmsV/</a>	Defendant No. 22	Specific URL	Accessible
7.	<a href="https://www.instagram.com/reel/DQwdOQkjMXY/">https://www.instagram.com/reel/DQwdOQkjMXY/</a>	Defendant No. 23	Specific URL	Accessible
8.	<a href="https://www.instagram.com/reel/DQUsa1uDHNw/">https://www.instagram.com/reel/DQUsa1uDHNw/</a>	Defendant No. 23	Specific URL	Accessible
9.	<a href="https://www.facebook.com/photo?fbid=1065079337210866&amp;set=a.209375758136747">https://www.facebook.com/photo?fbid=1065079337210866&amp;set=a.209375758136747</a>	Defendant No. 24	Specific URL	Accessible
10.	<a href="https://www.facebook.com/photo?fbid=209375774803412&amp;set=pb.100071929712379.-2207520000">https://www.facebook.com/photo?fbid=209375774803412&amp;set=pb.100071929712379.-2207520000</a>	Defendant No. 24	Specific URL	Accessible



11.	<a href="https://www.instagram.com/reel/DNaNGFCdgV/">https://www.instagram.com/reel/DNaNGFCdgV/</a>	Defendant No. 26	Specific URL	Accessible
12.	<a href="https://www.instagram.com/reel/DS7a6kVCdYP/">https://www.instagram.com/reel/DS7a6kVCdYP/</a>	Defendant No. 26	Specific URL	Accessible
13.	<a href="https://www.instagram.com/reel/DS7YtA2CYhY/">https://www.instagram.com/reel/DS7YtA2CYhY/</a>	Defendant No. 26	Specific URL	Accessible
14.	<a href="https://www.instagram.com/reel/DKjfxaTJKZP/">https://www.instagram.com/reel/DKjfxaTJKZP/</a>	Defendant No. 26	Specific URL	Accessible
15.	<a href="https://www.instagram.com/reel/DGalcMZS2yV/">https://www.instagram.com/reel/DGalcMZS2yV/</a>	Defendant No. 26	Specific URL	Accessible
16.	<a href="https://www.instagram.com/reel/DHiYonfJxni/">https://www.instagram.com/reel/DHiYonfJxni/</a>	Defendant No. 26	Specific URL	Accessible
17.	<a href="https://www.instagram.com/reel/DHqKAOrpBTJ/">https://www.instagram.com/reel/DHqKAOrpBTJ/</a>	Defendant No. 26	Specific URL	Accessible
18.	<a href="https://www.instagram.com/reel/DGS3BZdypna/">https://www.instagram.com/reel/DGS3BZdypna/</a>	Defendant No. 26	Specific URL	Accessible
19.	<a href="https://www.instagram.com/reel/DRbdDZWkXHO/">https://www.instagram.com/reel/DRbdDZWkXHO/</a>	Defendant No. 27	Specific URL	Accessible
20.	<a href="https://www.facebook.com/61578141093178/videos/868378119293278/?fs=e&amp;s=TIeQ9V&amp;mibextid=wwXlfr&amp;rdid=KEUGlJd52IQANMll#">https://www.facebook.com/61578141093178/videos/868378119293278/?fs=e&amp;s=TIeQ9V&amp;mibextid=wwXlfr&amp;rdid=KEUGlJd52IQANMll#</a>	Defendant No. 28	Specific URL	<b>Inaccessible</b>
21.	<a href="https://www.instagram.com/reel/DSut_q4jWxN/?igsh=MWRwcGpnZXNvazR6cQ==">https://www.instagram.com/reel/DSut_q4jWxN/?igsh=MWRwcGpnZXNvazR6cQ==</a>	Defendant No. 29	Specific URL	Accessible
22.	<a href="https://www.instagram.com/reel/DSKWCkhEhOy/?igsh=dWoyOHI4bGdsZHkx">https://www.instagram.com/reel/DSKWCkhEhOy/?igsh=dWoyOHI4bGdsZHkx</a>	Defendant No. 30	Specific URL	Accessible



### ANNEXURE- C

S No.	URLs	Defendant Nos.	Profile/ Specific URL	Status
1.	<a href="https://www.youtube.com/@MohanlalAi2026/shorts">https://www.youtube.com/@MohanlalAi2026/shorts</a>	Defendant No. 25	Profile	Inactive
2.	<a href="https://www.youtube.com/shorts/tKRcUK3AHSI">https://www.youtube.com/shorts/tKRcUK3AHSI</a>	Defendant No. 31	Specific URL	Active
3.	<a href="https://www.youtube.com/watch?v=LldZg2n8TX8">https://www.youtube.com/watch?v=LldZg2n8TX8</a>	Defendant No. 32	Specific URL	Active
4.	<a href="https://www.youtube.com/watch?v=Grl2QyrJnIM">https://www.youtube.com/watch?v=Grl2QyrJnIM</a>	Defendant No. 33	Specific URL	Active
5.	<a href="https://www.youtube.com/shorts/5Eo9IraCAyU">https://www.youtube.com/shorts/5Eo9IraCAyU</a>	Defendant No. 34	Specific URL	Active
6.	<a href="https://www.youtube.com/watch?v=MboPb1GsA6o&amp;t=19s">https://www.youtube.com/watch?v=MboPb1GsA6o&amp;t=19s</a>	Defendant No. 35	Specific URL	Active
7.	<a href="https://www.youtube.com/watch?v=bddDmzxYuKM">https://www.youtube.com/watch?v=bddDmzxYuKM</a>	Defendant No. 35	Specific URL	Active



**ANNEXURE- D**

<b>S. No.</b>	<b>URLs</b>	<b>Defendant No.</b>	<b>Status</b>
1.	<a href="https://x.com/_fayis_/status/2009656346002759714">https://x.com/_fayis_/status/2009656346002759714</a>	Defendant No. 36	Accessible