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

+ **CS(COMM) 644/2026**

AKKINENI NAGA CHAITANYAPlaintiff

Through: Mr. Vaibhav Gaggar, Senior Advocate with Mr. Somdev Tiwari, Mr. Akashdeep Gupta, Mr. Siddarth C., Mr. Abhishek Nair and Mr. Vansh Srivastav, Advocates.

versus

WWW.SEXVID.XXX & ORS.Defendants

Through: Ms. Mamta Rani Jha, Mr. Rohan Ahuja, Ms. Shruttima Ehersa and Ms. Sanya Sehgal, Advocates for D8.

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

ORDER

% **29.05.2026**

I.A. 15717/2026 (u/S 80 r/w 151 CPC)

1. This application is filed on behalf of the Plaintiff seeking exemption from serving mandatory two months advance notice on Defendants No. 9/MeitY and 10/DoT.

2. For the reasons stated in the application, the same is allowed, exempting Plaintiff from serving mandatory two months advance notice on Defendants No. 9/MeitY and 10/DoT.

3. Application stands disposed of.

I.A. 15716/2026 (u/O XI Rule 1 (4) of Commercial Courts Act, 2015 r/w Section 151 CPC)

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



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

6. Application is allowed and disposed of.

I.A. 15718/2026 (for pre-institution mediation)

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

8. 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.

9. Application is allowed and disposed of.

I.A. 15721/2026 (u/S 149 r/w Section 151 CPC)

10. This application is filed on behalf of the Plaintiff seeking extension of time to file the court fees.

11. Mr. Vaibhav Gaggar, learned Senior Counsel for the Plaintiff, on instructions, submits that court fee has been deposited.

12. Since the court fee has already been deposited, the application has become infructuous.

13. Application is disposed of as infructuous.

I.A. 15719/2026 (u/S 151 CPC)

14. This application is filed on behalf of the Plaintiff seeking exemption from filing the required certificate under 63(4)(c) of the Bharatiya Sakshya



Adhiniyam, 2023.

15. Issue notice to the Defendants through all permissible modes, returnable before the Joint Registrar on 27.07.2026.

I.A. 15715/2026

16. This application is filed on behalf of the Plaintiff under Order XI Rules 1, 3 and 5 CPC seeking to serve the Defendants with interrogatories as also to direct the Defendants to respond to the same on affidavit.

17. Issue notice.

18. Ms. Mamta Rani Jha, learned counsel accepts notice on behalf of Defendant No. 8. Reply be filed by Defendant No. 8 within six weeks from today. Rejoinder, if any, be filed by the Plaintiff before the next date.

19. Notice be issued to remaining Defendants through all permissible modes, returnable before Court on 30.09.2026.

I.A. 15720/2026 (u/S 151 CPC)

20. This application is filed on behalf of the Plaintiff for filing the hyperlinks, video files and copies of the impugned digital content in a compact disk (CD)/pen drive.

21. For the reasons stated in the application, the same is allowed permitting Plaintiff to hyperlinks, video files and copies of the impugned digital content in a compact disk (CD)/pen drive.

22. Application stands disposed of.

I.A. 15722/2026

23. This application is filed on behalf of Plaintiff under Order II Rule 2 read with Section 151 CPC seeking leave to add further content and subsequent cause of action and when arises.

24. Ms. Mamta Rani Jha, learned counsel accepts notice on behalf of



Defendant No. 8. Reply be filed by Defendant No. 8 within four weeks from today. Rejoinder, if any, be filed by the Plaintiff before the next date.

25. Notice be issued to remaining Defendants through all permissible modes, returnable before Court on 30.09.2026.

I.A. 15723/2026

26. This application is filed on behalf of Plaintiff under Section 151 CPC seeking exemption from filing proof of service for Defendants No. 2 and 3.

27. For the reasons stated in the application, the same is allowed exempting the Plaintiff, at this stage, from filing the proof of service of Defendants No. 2 and 3.

28. Application stands disposed of.

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29. Let plaint be registered as a suit.

30. Issue summons.

31. Ms. Mamta Rani Jha, learned counsel accepts notice on behalf of Defendant No. 8.

32. Written statement shall be filed by the Defendant No. 8 within 30 days along with affidavit of admission/denial of the documents filed by the Plaintiff.

33. It will be open to the Plaintiff to file replication within 30 days from receipt of the written statement along with affidavit of admission/denial of documents filed by the Defendant No. 8.

34. Upon filing of process fee, issue summons to the remaining Defendants, through all permissible modes, returnable before the learned Joint Registrar on 27.07.2026.

35. Summons shall state that the written statements shall be filed by



remaining Defendants within 30 days from the receipt of summons along with affidavits of admission/denial of the documents filed by the Plaintiff.

36. It will be open to the Plaintiff to file replications within 30 days from receipt of the written statements along with affidavits of admission/denial of documents filed by remaining Defendants.

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

38. If any of the parties wish to seek inspection of any documents, the same be done in accordance with Delhi High Court (Original Side) Rules, 2018.

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

I.A. 15714/2026 (u/O XXXIX Rules 1 and 2 r/w Section 151 CPC)

40. This application is filed on behalf of the Plaintiff under Order XXXIX Rules 1 and 2 read with Section 151 of CPC for grant of *ex parte* ad interim injunction.

41. Issue notice.

42. Ms. Mamta Rani Jha, learned counsel accepts notice on behalf of Defendant No. 8.

43. Written submissions be filed by Defendant No.8 along with the compliance affidavit within a period of four weeks from today.

44. Issue notice to remaining Defendants through all permissible modes, returnable before Court on 30.09.2026.

45. Case of the Plaintiff as set out in the plaint is that Plaintiff is an established Indian film actor, who made his acting debut in the year 2009 with Telugu action film 'Josh', which was a commercial success and set the



stage for an illustrious acting career. Plaintiff is the son of veteran actor Mr. Akkineni Nagarjuna and grandson of legendary actor and film producer Late Mr. Akkineni Nageswara Rao on the paternal side and grandson of Late Mr. D. Ramanaidu on the maternal side, who was one of India's most prolific and respected film producers.

46. It is stated that Plaintiff achieved his definitive breakthrough with the critically acclaimed and commercially successful romantic drama *Ye Maaya Chesave* (2010) directed by the celebrated filmmaker Gautham Vasudev Menon. The film was widely praised by critics and audiences, won numerous awards and finally established the Plaintiff as a lead actor in Telugu cinema. His on-screen chemistry, rich performance and film's memorable music made it a cultural landmark in Telugu cinema and the film continues to be regarded as one of the finest Telugu romantic films of its era. Following this breakthrough, Plaintiff consistently delivered acclaimed performances across a wide range of roles and genre. He has performed in multiple commercially and critically successful films over the following decade and a half. Plaintiff's notable films include *100% Love* (2011); *Tadakha* (2013); *Manam* (2014), a multi-generational family drama in which he appeared alongside his father and grandfather in a deeply personal and celebrated production; *Oka Laila Kosam* (2014); *Sahasam Swasaga Saagipo* (2016); *Premam* (2016); *Rarandoi Vedula Chudham* (2017); *Mahanati* (2018), in which he portrayed his own grandfather, Late Mr. Akkineni Nageswara Rao and has become a widely acclaimed biographical performance; *Majili* (2019); *Venky Mama* (2019); *Love Story* (2021), a critically and commercially successful film released during the COVID-19 pandemic period; and *Bangarraju* (2022), a family entertainer in which he



once again appeared alongside his father Mr. Akkineini Nagarjuna. Plaintiff's filmography comprises over 23 feature films spanning multiple genre. Plaintiff further demonstrated his versatility by making his foray into mainstream Hindi cinema with Laal Singh Chaddha (2022), the official Hindi remake of the Hollywood classic 'Forrest Gump', produced by and starring Aamir Khan and Kareena Kapoor Khan. His ability to perform credibly in both Hindi and Telugu cinema alongside top-tier national stars reflects the breadth of his professional standing and his potential for national and international reach beyond Telugu cinema. Plaintiff has been a recipient of number of prestigious awards such as the Filmfare Award South and the complete and long list is filed with the plaint.

47. It is stated that owing to immense goodwill and repute built over three generations, the Akkineni family enjoys significant public attention and Plaintiff has separately developed and earned enormous and enviable reputation and tremendous fan following over the years. Plaintiff's name, image and work attract immense traffic, viewership and engagement on social media and other digital platforms. In addition to his prominent film career, Plaintiff has established himself as a successful entrepreneur with ventures in food, hospitality and motorsport sectors, thereby developing public identity and brand that extends beyond the film industry *albeit* his on screen appearances and commercial endorsements are also through utilization of attributes of his personality/persona. Plaintiff is the co-founder of Shoyu and Scuzi, which reflects his culinary skills as also of Hyderabad Blackbirds, a motorsport racing team competing in professional racing circuits. Plaintiff is also actively engaged in philanthropic activities and social responsibility initiatives and has actively contributed to the welfare of



daily-wage workers in Telugu film industry during pandemic COVID-19. He makes regular visits to cancer child care centres in Hyderabad.

48. It is stated that owing to Plaintiff's professional success spanning more than 15 years, his multi-generational family legacy, entrepreneurial achievement in multiple sectors, social media presence and regular public engagement as also on-screen popularity, Plaintiff has acquired immense goodwill, reputation and a celebrity status in India. His names '*Akkineni Naga Chaitanya*' and '*Naga Chaitanya*' are instantly recognized by millions across India and abroad and Plaintiff commands a substantial and loyal following on social media platforms such as Instagram, X and YouTube. His public appearances, film releases and personal milestones have received vast media coverage and public attention. Plaintiff's name and persona are associated in the minds of public with positive qualities of talent, dedication, professionalism, family values etc., and all this constitutes a valuable commercial asset, which Plaintiff has painstakingly cultivated over 15 years of hard work.

49. It is stated that Defendant No. 1 operates and maintains a website www.sexvid.xxx which posts pornographic video content and has been found to be unauthorizedly using Plaintiff's name as a category for pornographic content, which is an egregious misappropriation of Plaintiff's name and persona. Defendant No. 2 operates website www.rajwap.com which also hosts pornographic video content and is using Plaintiff's name in various combinations as a category, tag and trending label. Defendant No. 3 is also a pornographic site accessible at www.ijavhd.com and is misappropriating Plaintiff's name and persona by creating false and injurious association between the Plaintiff and the obscene content.



Defendant No. 4 on its website www.pussybot.net is using Plaintiff's name as a tag in category for pornographic content.

50. It is further stated that Defendant No. 5 is an intermediary service provider that hosts the website accessible at www.cloudflare.com, whose DNS, proxy and network infrastructure services are provided by Cloudflare, Inc. The website hosts pornographic content and is unauthorizedly using Plaintiff's name and likeness and Defendant No. 6 is providing its network services and operates an online store front called IndiaMart through which it displays merchandise bearing Plaintiff's likeness without any authorization from the Plaintiff. Defendant No. 7 operates a seller page/store front through which it sells merchandise bearing Plaintiff's name, image and photograph without authority giving an impression of endorsement by or affiliation with the Plaintiff. Defendant No. 8 is Google LLC and hosts multiple videos and channels published by both identified and unidentified users who are infringing Plaintiff's personality and publicity rights by using his name, image and likeness in defamatory, AI-generated and otherwise unauthorized content. Defendant No. 11 are John Does, who are individuals/entities engaged in infringing activities including but not limited to publication of pornographic content, defamatory videos, AI-generated deepfakes and unauthorized merchandise exploiting Plaintiff's name, image, likeness and persona.

51. Learned counsel for the Plaintiff submits that Plaintiff is a well-known actor in the Indian film industry and after his debut in 2009, he has established extensive goodwill and reputation through remarkable achievements in the Indian cinema. Plaintiff has demonstrated versatile acting skills, charismatic on-screen presence in a career spanning over 15



years and is part of a family of legends of the likes of Mr. Akkineni Nagarjuna. Defendant No. 6 is infringing Plaintiff's personality and publicity rights by selling unauthorized merchandise bearing his name, image, photographs etc. and Defendants No. 1-5 are hosting pornographic content on their websites using Plaintiff's name, likeness and images and associating the same with obscene and vulgar content causing irreparable reputational harm to the Plaintiff. Defendant No. 7 is selling merchandise bearing name, image and photograph of the Plaintiff without any authorization to make unjust commercial gains and giving an impression that Plaintiff is endorsing the products. Defendant No. 11 are unidentified individual/entities, who are indulging in infringing activities by publishing pornographic content, defamatory videos, AI-generated deepfakes and unauthorized commercial exploitation by selling merchandise using Plaintiff's name, image, likeness and persona. It is asserted that unless the illegal activities of the Defendants concerned are not enjoined and the infringing content continues, irreparable damage will be caused to Plaintiff's goodwill, reputation, image and commercial value.

52. Having heard learned counsel for the Plaintiff and upon perusal of the documents, I am of the view that Plaintiff has made out a *prima facie* for grant of *ex parte* ad interim injunction against the Defendants. Balance of convenience lies in favour of the Plaintiff and it is likely to suffer irreparable harm in case the interim injunction, as prayed for, is not granted.

53. Plaintiff is unquestionably a renowned actor in the Indian film industry with an illustrious career spanning over 15 years. Plaintiff made his acting debut in 2009 in the film 'Josh', which was a commercial success and not only has the Plaintiff left an indelible mark by his performance in the



film, but this movie had set the stage for his remarkable future acting career. Plaintiff has delivered memorable performances in several films as detailed in the plaint and has received many prestigious awards and accolades. Not only in the Telugu film industry but also in Hindi cinema, Plaintiff has demonstrated his versatility and his performance in the film ‘Laal Singh Chaddha’ was greatly applauded.

54. Defendants No. 6, 7 and 11 are unlawfully selling merchandise using Plaintiff’s name, image and likeness and other elements of his persona to make commercial gains without Plaintiff’s consent and authorization and giving an impression as if Plaintiff is endorsing the merchandise or has some affiliation with it. If the goods are of inferior quality, it would amount to a further debasement of Plaintiff’s goodwill and reputation garnered over the years through hard work. In *Anil Kapoor v. Simply Life India, 2023 SCC Online Del 6914*, this Court has held that a celebrity’s right of endorsement acts as a major source of livelihood, which cannot be destroyed by permitting unlawful dissemination and sale of merchandise or other articles, bearing the face or attributes of his/her persona on it without lawful authorisation. Plaintiff has the right to seek restraint against Defendants No. 6, 7 and 11 from selling merchandise in a manner that violates his personality rights.

55. Plaintiff also has the right to protect his name, likeness, voice and image, which are elements and attributes of his persona and personality and no third party has a right to use these attributes without his authorisation. As held in *Jaikishan Kakubhai Saraf v. Peppy Store and Others, 2024 SCC OnLine Del 3664* and *Aishwarya Rai Bachchan v. Aishwaryaworld.com and Others, 2025 SCC OnLine Del 5943*, when attributes of famous



personalities are used unauthorisedly, it leads not only to commercial detriment but also impacts his/her right to privacy/personality and live with dignity. Plaintiff is entitled to protection against dissemination of pornographic content as well as AI-generated images portraying him in an inappropriate scenario. Such a distasteful content is harming and damaging the reputation of the Plaintiff and may mislead the public into believing what is depicted may be true. Plaintiff's right to restrain third parties from infringing and passing off also needs to be preserved. Accordingly, following directions are hereby issued:-

- (a) Defendants No. 6, 7 and 11, their associates, servants, agents, affiliates, assignees, representatives etc, are restrained till the next date of hearing from violating Plaintiff's Personality/Publicity Rights by utilising and/or in any manner directly or indirectly, using or exploiting or misappropriating Plaintiff's: (a) name Mr. Akkineni Naga Chaitanya and Mr. Naga Chaitanya; (b) image; (c) voice; and (d) likeness and/or any other attribute of his persona, without his authorisation, for any commercial and/or personal gain, through the use of technology including but not limited to Artificial Intelligence, Generative Artificial Intelligence, Machine Learning, Deepfakes, AI Chatbots, Face Morphing and/or any other mediums and formats;
- (b) Defendants No. 6, 7 and 11 are restrained till the next date of hearing from selling, offering for sale and/or facilitating sale of merchandise in a manner that infringes the personality rights of the Plaintiff and/or amounts to passing off. Defendant No. 6 shall take down the infringing link at URL <https://www.indiamart.com/proddetail/naga-chaitanyaprinted-t-shirts25522494612.html> and Defendant No.7 shall take



down the URL <https://www.nextprint.in/products/naga-chaitanya-printed-tshirts>.

(c) It is further directed that Defendants No.1 to 4 shall take down the following URLs:-

Defendant No.1	1. https://www.sexvid.xxx/s/mostfavourited/samanthanagachaitanyasexvideos 2. https://www.sexvid.xxx/s/mostfavourited/samantha+naga+chaitanya+sex+videos/11/
Defendant No.2	https://rajwap.cc/trends/akineni-naga-chaitanya
Defendant No.3	https://video.ijavhd.com/s/samanthanagachaitanyahdbf
Defendant No.4	https://www.pussybot.net/porn/naga-chaitanya-xxx

(d) Defendant No.8 is directed to take down the following URLs:-

1. <https://www.youtube.com/watch?v=oD4PJqkzla0>
2. <https://www.youtube.com/shorts/PRscCfmwRbs>
3. <https://www.youtube.com/watch?v=aZpnn73rTSs>
4. <https://www.youtube.com/shorts/GTmXUa7gQeE>
5. <https://www.youtube.com/shorts/YoX8fKWbEYU>
6. <https://youtube/8q1p6vGDbq8?si=PhmPWKBmomil4xb>
7. https://www.youtube.com/watch?v=K5ZJZB6O_io&t=3s
8. <https://youtube/zkWz0JYwMyM?si=cGBmspZ4fn4k42S>
9. <https://www.youtube.com/watch?v=MRCvJIpqZ1w>
10. <https://www.youtube.com/watch?v=zxHIVTLa3i4>
11. <https://youtube/fn5zh5cTpT8?si=aH9jHfsvXs4uO970>

56. It is directed that Defendants No.1 to 4, 6, 7 and 8 shall comply with the aforesaid directions within 24 hours from the date of receipt of copy of this order.

57. Plaintiff shall comply with the provisions of Order XXXIX Rule 3 CPC within a period of one week from today.

JYOTI SINGH, J

MAY 29, 2026/YA