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

+ **CS(COMM) 796/2026**

YUVRAJ SINGH

.....Plaintiff

Through: Mr. Gaurav Bahl, Ms. Anku Khanna,
Ms. Arundhati Dhar, Ms. Harshita, Mr. Sachin
Thakkar, Ms. Ritika Pandey and Ms. Deepa Rathi,
Advocates.

versus

ASHOK KUMAR & ORS.

.....Defendants

Through: Ms. Ameer Rana, Ms. Sana Bamyial
and Ms. Tanvi Raina, Advocates for D15.
Mr. Ankit Parhar and Ms. Shreya Gupta,
Advocates for D16.

CORAM:

HON'BLE MS. JUSTICE JYOTI SINGH

ORDER

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29.07.2026

I.A. 19870/2026(u/O XI Rule 1 (4) r/w Section 151 CPC)

1. This application is filed on behalf of the Plaintiff seeking to place on record additional documents.
2. 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.
3. Application is allowed and disposed of.

I.A.19871/2026(for pre-institution mediation)

4. This application is filed on behalf of the Plaintiff under Section 12A 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.19872/2026 2026 (u/S 80(2) r/w Section 151 CPC)

7. This application is filed on behalf of Plaintiff seeking exemption from serving advance notice on Defendant No.17/Ministry of Electronics and Information Technology and Defendant No. 18/Department of Telecommunications.

8. For the reasons stated in the application, the same is allowed, exempting Plaintiff from serving advance notice on Defendant No.17/Ministry of Electronics and Information Technology and Defendant No.18/Department of Telecommunications.

9. Application stands disposed of.

CS(COMM) 796/2026

10. Let plaint be registered as a suit.

11. Issue summons.

12. Counsels, as above, accept summons on behalf of Defendants No. 15 and 16.

13. Upon filing of process fee, issue summons to remaining Defendants through all permissible modes, returnable before the learned Joint Registrar on 27.08.2026.

14. 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. Defendants No. 17 and 18 are exempted from filing the written statements.

15. 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 remaining Defendants.

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

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

I.A.19869/2026 (u/O XXXIX Rules 1 and 2 r/w Section 151 CPC)

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

19. Issue notice.

20. Learned counsels, as above, accept notice on behalf of Defendants No. 15 and 16.

21. Issue notice to remaining Defendants through all permissible modes, returnable on 30.11.2026.

22. Case of Plaintiff as set out in the plaint is that Plaintiff is a well-known and distinguished former Indian cricketer of national and international repute, who has by virtue of his exceptional achievements, contributions to the sport and public standing, acquired substantial recognition, reputation and goodwill amongst the public at large. Plaintiff was a distinguished member of the Indian National Cricket Team in the One



Day International (ODI) format from 2000 to 2017 and served as the Vice-Captain of the Indian ODI team in 2007 and 2008. Plaintiff played a pivotal role in India's victorious campaign in the ICC Cricket World Cup, 2011, where he was awarded the 'Player of the Tournament' for his outstanding all-round performance, scoring 362 runs and taking 15 wickets across nine matches. Plaintiff has represented India across all formats of the game, having played 40 Test matches scoring approximately 1,900 runs, 304 One Day Internationals with a score of 8,701 runs and 58 T20 International matches, in which he scored 1,177 runs. Plaintiff is globally remembered for his iconic feat of hitting six sixes in one single over against the England team during ICC World Twenty20, 2007 and for holding the record for the fastest fifty in T20 International cricket for over a decade and is widely called the 'Sixer King'. Owing to his popularity and affection from the public, Plaintiff is widely referred to by his moniker 'Yuvi', which has become synonymous with his identity.

23. It is stated that Plaintiff commenced his franchise cricket career in inaugural edition of the Indian Premier League (IPL) in 2008 as captain of Kings XI Punjab, whereafter he represented six different franchises from 2008 to 2019; was the highest-paid player in 2015 in IPL auction; and was part of title-winning teams including Sunrisers Hyderabad in 2016 and Mumbai Indians in 2019. Plaintiff has participated in the Global T20 Canada league, representing the Toronto Nationals and more recently, captained the Indian Champions team to victory in the World Championship of Legends, 2024.

24. It is stated that Plaintiff is a recipient of several prestigious honours, including the Arjuna Award and the Padma Shri, one of the highest civilian



awards and was conferred the ‘Most Inspiring Icon of the Year for Social Welfare’ award at the Dadasaheb Phalke International Film Festival Awards, 2018, for his work in cancer awareness through his foundation ‘YouWeCan’, a non-profit organization founded by the Plaintiff in 2012 dedicated to cancer awareness, prevention, early detection, patient support and survivor empowerment. Plaintiff has also established himself as an entrepreneur and investor in the Indian start-up ecosystem and is widely recognised for mentoring young cricketers through the Yuvraj Singh Centre of Excellence, founded by the Plaintiff.

25. It is stated that even post-retirement, Plaintiff continues to enjoy widespread popularity and a significant public following across various platforms, including social media, such as Instagram (approximately 21 million followers), X (approximately 5.8 million followers) and Facebook (approximately 19 million followers). Plaintiff’s personality attributes including his name, image, likeness, voice, persona and other *indicia* of identity have become distinctly associated with him and possess substantial commercial value, including in relation to brand endorsements, sponsorships and brand associations. Plaintiff has been associated as a brand ambassador with several well-known enterprises *inter alia* Pepsi (Sting), Bharath Golf Private Limited (Indian Golf Premier League) and Lotto and has endorsed prominent brands such as Microsoft, Puma, Whirlpool, Cadbury and Lays. Plaintiff exercises strict control over the commercial use of his personality attributes and permits use of the same solely through duly authorized endorsements, sponsorships and licensing arrangements.

26. It is stated that Defendant No.1/Ashok Kumar/John Doe is an unknown and presently unidentified person engaged in infringing,



misappropriating or otherwise unlawfully exploiting Plaintiff's personality, privacy and publicity rights. Defendant No. 2 is a Facebook profile operating under the name 'Ramniwas Adv', having more than 41,000 followers, engaged in publishing and disseminating AI-generated images of the Plaintiff along with fabricated and fictional narratives depicting events that have never occurred, including the impugned post portraying the Plaintiff standing at the Golden Temple with his head uncovered, which is religiously insensitive and misleading. Defendant No. 3 is a Facebook profile operating under the name 'Cricket in India', having more than 1.1 million followers and is publishing and disseminating AI-generated images of the Plaintiff. The post in question creates a false scene of another cricketer touching the feet of the Plaintiff. Defendant No. 4 is an Instagram account operating under the name 'arunprajapati4815' and has published and disseminated fabricated AI-generated image showing the Plaintiff and his family/friends at a certain location, which is completely false.

27. It is stated that Defendant No. 5 is an Instagram account operating under the name 'shailenra.singh' and has posted an AI-generated image of the Plaintiff alongside another cricketer with a superimposed caption in a manner which is causing humiliation to the Plaintiff and lowering his dignity. Defendants No. 6 and 7 are also Instagram accounts operating under the names 'mohammadfreed8' and 'sportsonlyofficial' respectively and have published AI-generated videos of the Plaintiff where he is purportedly aggressive and violent or assaulting another cricketer, which is tarnishing Plaintiff's reputation, goodwill and public image. Defendant No. 8 is an Instagram account operating under the name 'memes____owner', which has disseminated a digitally altered video in which Plaintiff's face has been



superimposed onto another individual and there is use of vulgar, abusive and objectionable language. Defendant No.9 is a Reddit account operating under the name ‘Prestigious_title580’, which has published and disseminated a post titled ‘Yuvraj and his view on women’, displaying statements about his opinion on women, which he has never made and this is adversely impacting the image of the Plaintiff in public eyes.

28. It is further stated that many unauthorised merchants are unlawfully selling merchandise using Plaintiff’s name, image and likeness and other attributes of his persona for commercial gains, without Plaintiff’s consent and authorization. One such instance is where Defendant No. 10, which is an e-commerce entity operating under the name ‘NextPrint’, is manufacturing and selling T-shirts bearing Plaintiff’s name and likeness without his authorization. Defendant No. 11 is also an e-commerce seller/store operating under the name ‘Turtle Wings’ and is selling photo-frames prominently displaying various elements of Plaintiff’s persona for unlawful commercial gains. Defendant No. 12 operates under the name ‘SMEEPS’ and is manufacturing, advertising and selling stickers with Plaintiff’s name and image and making unlawful gains.

29. Learned counsel for the Plaintiff submits that this Court has from time to time recognised and protected personality and publicity rights of individuals such as in the case of ***Sunil Gavaskar v. Cricket Tak (CRICKETTAK557) and Ors., CS (COMM) 1329/2025*** and ***Anil Kapoor v. Simply Life India and Others, 2023 SCC OnLine Del 6914*** and granted injunction against violators of these rights. Plaintiff commenced his international cricket career in 2000 and has an enviable reputation and goodwill internationally and in India in the field of cricket. Owing to



Plaintiff's stellar performances and achievements in the sport, substantial commercial value is attached to his personality attributes and he is instantly recognisable by his name, voice, image, mannerisms etc., all of which function as source identifiers in the minds of the public. Defendants No. 1 to 9 including John Doe(s) are violating personality rights of the Plaintiff by uploading AI-generated posts/videos showcasing and depicting scenes or events which have never occurred or abusive and vulgar content with superimposed images of the Plaintiff. Defendants No. 11 to 12 are selling merchandise using Plaintiff's personality attributes such as his images for unlawful commercial gains, giving an impression that Plaintiff is endorsing the goods or has some commercial association with them. This is denting the commercial value of Plaintiff's personality attributes, which he has a right to use exclusively and prevent others from using without his consent and authorization. Therefore, it is urged, there is an imminent need of restraining the Defendants from their infringing activities as also for a direction for taking down the impugned posts.

30. 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* case for grant of *ex parte* ad interim injunction against the Defendants. Balance of convenience lies in favour of Plaintiff and he is likely to suffer irreparable harm in case the interim injunction, as prayed for, is not granted.

31. Personality rights have been recognised and protected by this Court in several orders passed from time to time. Plaintiff has a right to protect his name, likeness and all other attributes of his personality and no third party has a right to use these attributes without his consent/authorization. In ***D.M. Entertainment v. Baby Gift House and Others, 2010 SCC OnLine Del***



4790; Anil Kapoor (supra); Sunil Gavaskar (supra) and Jaikishan Kakubhai Saraf v. Peppy Store and Others, 2024 SCC OnLine Del 3664, this Court has consistently held that unauthorised use of person's name, image or other distinctive attributes for commercial purposes constitutes an infringement of his rights, amounts to dilution of individual's unique identity and leads to unearned commercial gain by others. It is well settled that where such personality rights are established, the individual is entitled to protection by way of injunction against their unauthorised use or exploitation. In **Sunil Gavaskar (supra)**, this Court restrained the Defendants from misusing Plaintiff's name, likeness, image and signature and/or other attributes of his persona, noting that the infringing content would cause irreparable injury to him considering his reputation, goodwill and stature. The Supreme Court in **R. Rajagopal Alias R.R. Gopal and Another v. State of T.N. and Others, (1994) 6 SCC 632**, has disapproved any form of misuse or commercial use of a celebrity's name, voice, persona and likeness, holding that the right to privacy would stand violated where, for example, a person's name or likeness is used without his consent for advertising or non-advertising purposes.

32. Plaintiff is one of the most decorated, recognized and globally renowned cricketers and has brought many laurels to India, representing the country across all formats of the sport for 17 years. As brought forth in the plaint and widely known, Plaintiff was a distinguished member of the Indian National Cricket Team and has represented India in all formats of the game, having played 40 Test matches, wherein he scored approximately 1,900 runs as also 304 One Day Internationals, where he scored 8,701 runs and 58 T20 International matches in which he scored 1,177 runs and was awarded the



‘Player of the Tournament’ in the ICC Cricket World Cup, 2011. Plaintiff is globally remembered for his iconic feat of hitting six sixes in one single over and is widely called the ‘Sixer King’. Plaintiff is a recipient of several prestigious honours/awards including the Arjuna Award and the Padma Shri. Plaintiff has been and is actively participated in many philanthropic activities and has established the ‘YouWeCan’ foundation, a non-profit organization dedicated to cancer awareness, prevention, early detection as also patient support initiatives. There can be no dispute that Plaintiff’s stature inherently grants him proprietary rights over his personality and associated attributes and gives him the exclusive rights to use the personality attributes for commercial purposes and consequently, the right to protect various attributes of his persona from unauthorized use or exploitation by third-parties.

33. As averred in the plaint, Defendants No. 1 to 9 including John Doe(s) are operating accounts where they are publishing and disseminating posts/videos falsely depicting events which have never occurred. One of the impugned posts has vulgar content with the image of the Plaintiff superimposed and the other shows him behaving aggressively and assaulting another cricketer. The contents of the impugned AI-generated posts and deep fake videos are tarnishing the immense goodwill and reputation of the Plaintiff, garnered over the years with hard work and stellar performances in the field of cricket as well as his contribution to social welfare and lowering his image and standing in the eyes of the public. Defendants No. 10 to 12 are using the images and other attributes of Plaintiff’s persona to sell merchandise such as T-shirts, posters and stickers for unlawful commercial gains, by giving an impression that these goods have an association with the



Plaintiff and/or are endorsed by him. Clearly, this amounts to passing off as also violation of the personality rights of the Plaintiff and diminishes his commercial value. In this backdrop, as rightly contended by counsel for the Plaintiff, Defendants No. 1 to 12 need to be restrained. There can be no doubt that violators of personality and privacy rights need to be dealt with a heavy hand.

34. Counsel for Defendant No. 16/Reddit, Inc. seeks time to file short reply in respect of the post in paragraph 24 of the plaint. Let the needful be done in 10 days from today. Counsel for the Plaintiff submits that URLs mentioned in paragraph 25.1 of the plaint *qua* Defendant No. 10 are no longer available after the filing of the suit. This fact is taken on record.

35. Accordingly, till the next date of hearing:-

- (a) Defendants No. 1 to 12 including John Doe(s) and all others acting on their behalf are restrained from using, reproducing, publishing, displaying, communicating to the public and/or in any manner, directly or indirectly, exploiting or misappropriating Plaintiff's: (i) name, 'Yuvraj Singh' and 'Yuvi'; (ii) image; (iii) voice; and (iv) likeness and/or any other personality attributes, without his authorization or consent, 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/Face-Swapping and/or any other mediums and formats, amounting to violation of Plaintiff's personality/publicity rights. Said Defendants are also restrained from creating, publishing, circulating, uploading, sharing, resharing, disseminating and/or amplifying in any manner any photographs,



audio recordings, video recordings and/or any audio-visual depictions featuring and/or using any attributes of Plaintiff's persona including through style of speech, face swapping, morphing, superimposing and/or any AI-generated or deepfake representation;

(b) Defendant No. 13/Amazon Seller Services Private Limited shall take down URLs at serial nos. 13 and 14 of **Annexure-A** to this order; Defendant No. 14/Flipkart Internet Private Limited shall take down the URLs at serial nos. 15 and 16 of **Annexure-A**; and Defendant No. 15/Meta Platforms, Inc. shall take down URLs at serial nos. 1-7 of **Annexure-A**, within a period of 36 hours from the date of receipt of copy of this order; and

(c) Defendant No. 11/Turtle Wings shall take down the URL at serial no. 11 of **Annexure-A**; and Defendant No. 12/SMEEPS shall take down the URL at serial no. 12 of **Annexure-A** to this order, within a period of 24 hours from the date of receipt of copy of this order.

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

37. Needless to state that if the Plaintiff comes across any infringing post/video in future, it will be open to the Plaintiff to bring the same to the notice of the respective intermediary and/or take recourse to legal remedy, as advised.

JYOTI SINGH, J

JULY 29, 2026/YA



ANNEXURE-A

S.No.	Party	Par No.	URL	Posted on
1.	Defendant Number 2 – Ramniwas Adv	17	https://www.facebook.com/ramniwas.adv.5/posts/abhishek-sharma-with-his-mother-yuvraj-singh-and-arshdeep-singh-at-the-golden-te/2120893458665498/	Facebook
2.	Defendant Number 3 – Cricket in India	18	https://www.facebook.com/photo/?fbid=961812593272637&set=a.124963346957570	Facebook
3.	Defendant No. 4 – Arunprajap ati4815	19	https://www.instagram.com/p/DWa4bvij7LL/	Instagram
4.	Defendant No. 5 – shailenra.singh	20	https://www.instagram.com/p/DX4nHPyGKU5/	Instagram
5.	Defendant No. 6 – mohammad freed8	21	https://www.instagram.com/reel/DSJNsfhkxqh/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWF1ZA==	Instagram
6.	Defendant No. 7 – sportonlyof ficial	22	https://www.instagram.com/reel/DSKs0oKEUKf/	Instagram



7.	Defendant No. 8 – memes____ owner	23	https://www.instagram.com/reel/DTxz68wjF6n/	Instagram
8.	Defendant Number 9 – Prestigious _title580	24	https://www.reddit.com/r/BollyBlindsNGossip/comments/1fsm6z5/yuvraj_and_his_view_on_women/	Reddit
9.	Defendant Number 10 – Next Print	25.1	https://www.nextprint.in/products/next-print-customized-sublimation-printed-t-shirt-unisex-sports-jersey-player-name-number-team-name-and-logo-np0144510	Next Print
10.	Defendant Number 10 – Next Print	25.1	https://www.nextprint.in/products/next-print-customized-sublimation-printed-t-shirt-unisex-sports-jersey-player-name-number-team-name-and-logo-np0144520?	Next Print
11.	Defendant Number 11 – Turtle Wings	25.2	https://www.turtlewings.co.in/products/cricket-metal-frame-yuvraj-singh-metal-poster-hit-back-hard-quote-wall-art-indian-cricket-legend-frame	Turtle Wings
12.	Defendant Number 12 – SMEEPS	25.3	https://smeeps.in/products/smeeps-yuvraj-singh-sticker-10-16-cm-4-inch-india-cricket-legend-fan-vinyl-decal-waterproof-uv-resistant-round-sticker	SMEEPS



13.	Defendant Number 13 – Amazon Seller Services Private Limited	26.1	https://www.amazon.in/TenorArts-Cricket-Posters-18inches-12inches/dp/B0CV3CWRTG/ref=sr_1_9	Amazon
14.	Defendant Number 13 – Amazon Seller Services Private Limited	26.2	https://www.amazon.in/GOOD-HOPE-Cricket-Multicolor-Acrylic/dp/B0CWYV85DK/ref=sr_1_11	Amazon
15.	Defendant Number 14 – Flipkart Internet Private Limited	27.1	https://www.flipkart.com/yuvraj-singh-poster-print-13x19-inches-paper/p/itm3093bb7ca8de3	Flipkart
16.	Defendant Number 14 – Flipkart Internet Private Limited	27.2	https://www.flipkart.com/poster-yuvraj-singh-sla1475-wall-poster-13x19-inches-matte-paper-multicolor-fine-art-print/p/itm53e4a1aa56ec9	Flipkart