



\$~36

* **IN THE HIGH COURT OF DELHI AT NEW DELHI**
CNR No. DLHC010350622026
+ **CS(COMM) 835/2026**
ALAKH PANDEYPlaintiff

Through: Mr. J. Sai Deepak, Sr. Advocate with
Mr. Mohit Goel, Mr. Abhishek
Kotnala, Mr. Kartikeya Tandon, Ms.
Urvashi Singh, Mr. M. Mazumndar
and Ms. Sidhi Pramod R., Advocates.

versus

JOHN DOE(S) AND ORSDefendants

Through: Mr. Aditya Gupta, Mr. Vani Kaushik,
Ms. Sunidhi Agrahari, Advocates for
D-23.
Ms. Maitreyee Jagat Joshi, CGSC with
Ms. Bhawna, GP, Mr. Ayush Kasana,
Ms. Kushi, Ms. Shikha Yadav,
Advocates for D-33 and 34.
Mr. Manisha Agrawal Narein, CGSC
with Mr. Nipun Jain, GP for DoT and
Meity.
Mr. Madhav Khosla, Advocate for D-
22.

CORAM:
HON'BLE MR. JUSTICE ANUP JAIRAM BHAMBHANI

ORDER

% **05.08.2026**

CS(COMM) 835/2026

Let the plaint be registered as a suit.

2. Issue summons in the suit.
3. Learned counsel, as above, appear on behalf of the defendants; accept summons; and seek time to file written statements.



4. Upon the plaintiff taking requisite steps, let summons be sent to the unserved defendants by all permissible modes, returnable for the next date before the learned Joint Registrar.
5. Let written statements to the plaint be filed within 30 days alongwith affidavit of admission/denial of the documents filed by the plaintiff. The plaintiff may file replications to the written statements within 30 days thereafter, alongwith affidavit of admission/denial of the documents filed by defendants.
6. List before the learned Joint Registrar for completion of pleadings, for admission/denial of documents and marking of exhibits on 06th November 2026.
7. List before court thereafter.

I.A. 20740/2026 (ex-parte ad-interim injunction)

8. By way of the present application filed under Order XXXIX Rules 1 and 2 read with section 151 of the CPC, the plaintiff seeks the following interim reliefs:

“a. an order of interim injunction restraining Defendant Nos. 1 to 20, their owners, proprietors, partners, affiliates, officers, servants, employees, agents, representatives, and all other persons acting for and on their behalf, or claiming through, by, or under them, from directly or indirectly hosting, storing, reproducing, streaming, communicating to the public, distributing, publishing, transmitting, indexing, facilitating access to, adapting, displaying, uploading, downloading, making available, or otherwise using or exploiting in any manner whatsoever, the name, image, likeliness, voice and any other aspect of the persona of Plaintiff, namely, Alakh Pandey through social media posts, sticker packs, videos, websites, or through any other medium or technology amounting to violation of the Plaintiff’s personality and publicity rights;



b. an order of interim injunction restraining Defendant Nos. 1 to 20, their owners, proprietors, partners, affiliates, officers, servants, employees, agents, representatives, and all other persons acting for and on their behalf, or claiming through, by, or under them, from directly or indirectly hosting, storing, reproducing, streaming, communicating to the public, distributing, publishing, transmitting, indexing, facilitating access to, adapting, displaying, uploading, downloading, making available, or otherwise using or exploiting in any manner whatsoever, the name, image, likeness, voice and any other aspect of the persona of Plaintiff, namely, Alakh Pandey through social media posts, sticker packs, videos, websites, or through any other medium or technology amounting to misappropriation, tarnishment, passing off and dilution of the goodwill and reputation of the Plaintiff and amounts to unjust enrichment;

c. an order of interim injunction directing Defendant Nos. 21 to 28 to lock, suspend accounts/ channels and disclose complete details, including the identity, addresses, contact details, payment details, and other relevant particulars of the persons/ entities behind the Infringing Defendants on all their platforms and all other domain names/ platforms, as reported by the Plaintiff subsequently, that are engaged in publishing, disseminating, communicating to the public, posting and/or promoting, the Infringing Content or any other content which infringes the Plaintiff's personality and publicity rights in any manner whatsoever;

d. an order of interim injunction directing Defendant No. 29 to 32 to disclose complete details, including the identity, addresses, contact details, payment details, and other relevant particulars of the persons/ entities behind the Infringing Defendants and lock, suspend the domain names of Defendant Nos. 13 to 17 and all other domain names, as reported by the Plaintiff subsequently, that are engaged in publishing, disseminating, communicating to the public, posting and/or promoting, the Infringing Content or any other content which infringes Plaintiff's personality and publicity rights;

e. an order of interim injunction directing Defendant No. 33 to 35 to lock and suspend Defendant Nos. 1 to 20's social media



accounts, UPI id/QR Codes, channels, websites, domain names and all other websites/domain names/ channels/ accounts, as reported by the Plaintiff subsequently, that are engaged in publishing, disseminating, communicating to the public, posting and/or promoting, the Infringing Content or any other content which infringes Plaintiff's personality and publicity rights;

f. an order of interim injunction directing the infringing entities, which the Plaintiff identify or comes across during the pendency of this Commercial Suit, including but not limited to persons, domain name registrars, social media platforms and third-party websites, to take down and block, suspend and lock as also cease from carrying out any unlawful or unauthorized activity (online or offline) related to publishing, disseminating, communicating to the public, posting and/or

promoting advertisements or online campaigns or digital platforms wherein the Plaintiff's personality and publicity rights are being misappropriated or exploited;

g. it is further respectfully prayed that in view of the facts and circumstances of the present case and in the interest of justice and public interest, an ex parte ad interim injunction order in the aforementioned terms may kindly be granted;

h. An order for costs in the present proceedings in favour of the Plaintiff;

i. Any further relief, as this Hon'ble Court may deem fit and proper in the facts and circumstances of the case, to render justice to the Plaintiff."

9. Further to what was recorded in yesterday's order dated 04.08.2026, Mr. J. Sai Deepak, learned senior counsel appearing for the plaintiff has handed-up a tabulated summary of the allegedly infringing URLs categorised in 03 separate categories: *one*, URLs that contain sexually vulgar content; *two*, URLs that contain content that commercially



exploits the plaintiff's personality rights; and *three*, URLs that contain content that impersonates the plaintiff.

10. Mr. Sai Deepak has also handed-up another table which sets-out the detailed URLs referred to above, alongwith the concerned defendants to whom directions are required to be issued by this court. The table is extracted below:

Infringing Content - Vulgar, obscene or sexually explicit		
S.No.	URLs	Category B Defendant
Defendant No.2		
1.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQAEFAACbdhxVnI.webp	Defendant No.25
2.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQADXBYYAAjORcVZy.webp	Defendant No.25
3.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQADvxMAAv9EaVZy.webp	Defendant No.25
4.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQADyBQAAnUEaVZy.webp	Defendant No.25
5.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQADzxQAAlMScVZy.webp	Defendant No.25
6.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQADqBcAAAnqJaFZy.webp	Defendant No.25
7.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQADBxYAAat_raFZy.webp	Defendant No.25
8.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQADWhcAAh1waFZy.webp	Defendant No.25



9.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQADAhcAAq6hcFZy.webp	Defendant No.25
10.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQADKRUAABYefZy.webp	Defendant No.25
11.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQADShYAAgYHoVZy.webp	Defendant No.25
12.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQADfRUAAkoamVZy.webp	Defendant No.25
13.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQADGhoAAkOHmVZy.webp	Defendant No.25
14.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQADRSQAausvsVZy.webp	Defendant No.25
15.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQAD-BQAAv4QgFZy.webp	Defendant No.25
16.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQADzRQAAjI6aFZy.webp	Defendant No.25
17.	https://stickers.fullyst.com/f7b9cbd6-58bd-532a-9246-c166c4e8628b/thumb/AQADxhQAAnNraVZy.webp	Defendant No.25
Defendant No.3		
18.	https://stickers.fullyst.com/01d40119-dc84-5d8c-94f5-e65fcb36e7fa/thumb/AQADRhSAAvPSCFRy.webp	Defendant No.25
19.	https://stickers.fullyst.com/01d40119-dc84-5d8c-94f5-e65fcb36e7fa/thumb/AQAD5BwAAAtqQCVRy.webp	Defendant No.25
20.	https://stickers.fullyst.com/01d40119-dc84-5d8c-94f5-e65fcb36e7fa/thumb/AQADJCAAAtsHCFRy.webp	Defendant No.25
21.	https://stickers.fullyst.com/01d40119-dc84-5d8c-94f5-e65fcb36e7fa/thumb/AQADkh4AAgQMCFRy.webp	Defendant No.25
22.	https://stickers.fullyst.com/01d40119-dc84-5d8c-94f5-e65fcb36e7fa/thumb/AQAD9CUAAqQAAlRy.webp	Defendant No.25



23.	https://stickers.fullyst.com/01d40119-dc84-5d8c-94f5-e65fcb36e7fa/thumb/AQADIR0AAox7CVRy.webp	Defendant No.25
24.	https://stickers.fullyst.com/01d40119-dc84-5d8c-94f5-e65fcb36e7fa/thumb/AQADCyEAAmk0CVRy.webp	Defendant No.25
25.	https://stickers.fullyst.com/01d40119-dc84-5d8c-94f5-e65fcb36e7fa/thumb/AQADfSEAAmnlAVRy.webp	Defendant No.25
26.	https://stickers.fullyst.com/01d40119-dc84-5d8c-94f5-e65fcb36e7fa/thumb/AQADHx8AA1A3AVRy.webp	Defendant No.25
27.	https://stickers.fullyst.com/01d40119-dc84-5d8c-94f5-e65fcb36e7fa/thumb/AQADOB0AAvxHCFRy.webp	Defendant No.25
28.	https://stickers.fullyst.com/01d40119-dc84-5d8c-94f5-e65fcb36e7fa/thumb/AQADwCEAAmzsAVRy.webp	Defendant No.25
29.	https://stickers.fullyst.com/01d40119-dc84-5d8c-94f5-e65fcb36e7fa/thumb/AQADwB0AApxjCFRy.webp	Defendant No.25
30.	https://stickers.fullyst.com/01d40119-dc84-5d8c-94f5-e65fcb36e7fa/thumb/AQADjyAAAulYAVRy.webp	Defendant No.25
31.	https://stickers.fullyst.com/01d40119-dc84-5d8c-94f5-e65fcb36e7fa/thumb/AQAD2h8AAr-7CVRy.webp	Defendant No.25
32.	https://stickers.fullyst.com/01d40119-dc84-5d8c-94f5-e65fcb36e7fa/thumb/AQADTx4AAkmHCFRy.webp	Defendant No.25
33.	https://tenor.com/view/alakh-pandey-alakh-daddy-hello-bachooo-alakh-pandey-meme-gif-4865520776205918500	Defendant No.25
Defendant No.4		
34.	https://tenor.com/view/alakh-pandey-alakh-sir-pw-physics-wallah-happy-women's-day-gif-206621203140132788	Defendant No.26 and/or Defendant No.23
35.	https://tenor.com/view/alakh-pandey-alakh-sir-chutpaglu-dudu-dudu-pienge-gif-4400871340696828310	Defendant No.26 and/or Defendant No.23



36.	https://tenor.com/view/padhle-alakh-pandey-alakh-sir-gif-9731118688924421717	Defendant No.26 and/or Defendant No.23
37.	https://tenor.com/view/break-up-gif-10037003056443290278	Defendant No.26 and/or Defendant No.23
38.	https://tenor.com/view/pw-memes-alakh-sir-padhai-gif-2861346988047316404	Defendant No.26 and/or Defendant No.23
39.	https://tenor.com/view/alakh-pandey-physics-wallah-gif-12503341348205501274	Defendant No.26 and/or Defendant No.23
40.	https://tenor.com/view/physics-wallah-physics-wala-meme-ronakxrao-ronakeditgif-nahin-karega-bkl-padhaai-gif-11716770467628422371	Defendant No.26 and/or Defendant No.23
Defendant No.7		
41.	https://www.instagram.com/p/Da2_gq9kys6/?igsh=MTBpNTFxYmJndG9pMw==	Defendant No.21
Defendant No.8		
42.	https://www.instagram.com/p/DaP0zBVIHZQ/?igsh=OTdlZzRtZDU5djd5	Defendant No.21
43.	https://www.youtube.com/watch?v=tcWH3eLjNJU	Defendant No.23



Infringing Content - Commercially exploiting of the Plaintiff's Personality rights		
S.No.	URLs	Category B Defendant
Defendant No.13		
1.	- https://www.pwdeals.in/ - https://www.facebook.com/profile.php?id=61578610962822&did=CrS76WuogboirjGj&share_url= - https://www.instagram.com/pwdealsin - https://www.youtube.com/@Couponleloytivideos	Defendant No.29 Defendant No.21 Defendant No.21 Defendant No.23
Defendant No.14		
2.	https://www.seosirji.com/pw-coupon-code-rs-50-150-200-250-off/	Defendant No.29
Defendant No.15		
3.	https://pwcouponcode1.mydurable.com/	Defendant No.30
Defendant No.16		
4.	- https://pwoffers.com/2024/08/30/pw-coupon-code-99-off limitedtime-offers/ - wa.me/918603060289?text=Hello%20Team%2C%20Provide%20Maximum%20Discount%20PW%20Coupon%20Code%20for%20my%20purchase%20-%20need%20best%20deal	Defendant No.31 Defendant No.28
5.	- https://pw-lectures.vercel.app/ - https://t.me/PW_LECTURES_PW	Defendant No.32 Defendant No.27



Infringing Accounts/ Content – Impersonating the Plaintiff		
S.No.	URLs	Category B Defendant
Defendant No.18		
1.	https://t.me/alakhsir_lectures	Defendant No.27
Defendant No.19		
2.	https://www.linkedin.com/in/alakh-pandey-a06b54379/	Defendant No.22
Defendant No.20		
3.	https://x.com/Alakh_PandeyPW	Defendant No.24

11. Issue notice.
12. Learned counsel, as above, appear on behalf of the defendants; accept notice; and seek time to file reply.
13. Upon the plaintiff taking requisite steps, let notice be sent to the unserved defendants by all permissible modes, returnable for the next date before the learned Joint Registrar.
14. Let reply to the application be filed within 30 days; rejoinder thereto, if any, be filed within 30 days thereafter; with copies to the opposing counsel.
15. In the opinion of this court, the concept of personality rights as has been claimed in the present matter may be over broad and therefore susceptible to misapplication. In view of an earlier decision of a Co-ordinate Bench of this court in **DM Entertainment Pvt. Ltd. vs. Baby Gift House and Others.**¹, this court would want to examine and ensure

¹ 2010 SCC OnLine Del 490



that personality rights are not deployed to prevent dissemination of information in relation to wrongdoing; or to extinguish an entire genre of expression including caricature, lampooning or parody which may not amount to commercial exploitation of an individual's personality or publicity rights.

16. Proceeding from this word of caution, in the present case, the court is persuaded to grant protection to the plaintiff *limited only* to 03 sets of violations complained of in the plaint:
 - 16.1. The *first set* being violations that amount to portrayal of the plaintiff in a manner that is sexually vulgar;
 - 16.2. The *second set* of violations being those that amount to monetising the plaintiff's personality for gain, without any license or right to do so;
 - 16.3. The *third set* of violations being those that amount to impersonation of the plaintiff.
17. Based on the above premise and on a preliminary appreciation of the matter, this court is of the view that the plaintiff has succeeded in making-out a *prima-facie* case in its favour *to the extent set out above*; that the balance of convenience also lies in favour of the plaintiff and against the defendants; and it would appear that irreparable loss and injury would be caused to the plaintiff if the interim injunction as prayed-for is not granted.
18. Accordingly, an *ex-parte ad-interim* order of injunction is passed in favour of the plaintiff and against defendants Nos.2, 3, 4, 7, 8, 13, 14, 15, 16, 18, 19, 20 in terms of prayer (a) and (b) set-out above. Furthermore, by way of an *ex-parte ad-interim* injunction, defendants



Nos.21 to 31 are directed to remove/take-down the content as per the URLs set-out in this order; and also disclose to the plaintiff the identity, addresses, contact details, payment details and other relevant particulars relating to defendants Nos.2, 3, 4, 7, 8, 13, 14, 15, 16, 18, 19 and 20 in terms of prayer (c), (d) and (e) as set-out above. It is clarified that the *ex-parte ad-interim* injunction has been granted, since on a *prima-facie* appreciation of the matter, it appears that the URLs referred-to above fall within the 03 sets of violation as referred-to above.

19. In the event the plaintiff discover that any mirror/alphanumeric/re-direct websites of the identified defendant websites are, directly or indirectly, infringing the plaintiff's copyright in their content that is subject matter of the present suit, the plaintiff would be at liberty to furnish to the concerned ISP and/or DNR, on affidavit, the particulars of such other websites along with supporting documentation evidencing that the mirror/alphanumeric/re-direct websites are *prima facie* infringing the plaintiff's rights to such content. Thereupon, the concerned ISP or DNR shall *technically verify* if the website(s) in question is/are in fact mirror/alphanumeric/re-direct websites of the identified defendant websites, and if so, they would enforce the injunction order granted by this court against such website(s) as well, as a *pro-tem* measure.
20. Simultaneously with filing an affidavit with the concerned ISP and/or DNR, the plaintiff shall also file an application seeking to implead the mirror/alphanumeric/re-direct websites in the present proceedings and such application shall be considered by the court.
21. It is clarified that if any assertion made by the plaintiff in any affidavit filed before the ISP and/or DNR and/or in any application filed by them



before the court is found to be baseless or false or not *bona-fidé*, that would invite appropriate orders from the court.

22. This court is conscious of the fact, that under the law, for an intermediary such as an ISP or a DNR to enjoy ‘safe harbour’ protection under section 79 of the Information Technology Act 2000, they must operate in a strictly neutral manner; and an intermediary cannot be conferred with any discretion to block websites merely on the asking of a party, like the plaintiff in this case². However, in the present case, what the court is delegating is *not the discretion* for an ISP or a DNR to decide whether or not to block a website; but only the *task of technically verifying* if a given website, that is claimed by the plaintiff to be rogue, is indeed a mirror/alphanumeric/re-direct website of the defendant websites against whom an order of injunction has already been passed by this court. The role of the ISP or the DNR is therefore *limited only* to the extent of *technical verification*. If at the plaintiff’s request a website is technically found to be a mirror/alphanumeric/re-direct website of the defendant websites, the concerned ISP and/or DNR is required *to enforce* the *ex-parte ad-interim* injunction granted by the present order. Furthermore, it may be observed that it is counterintuitive that the plaintiff would at all seek blocking of a website to which they have granted an appropriate license; and therefore, this court does not discern any real risk that the plaintiff would misuse the direction granted by this court.
23. Furthermore, as requested by learned counsel appearing for defendant No.23, the defendants set-out at defendants Nos. 9 to 12 are required to

² Shreya Singhal vs. Union of India (2015) 5 SCC 1, paras 121, 122



be served independently of defendant No.23, *subject to* defendant No.23 furnishing to the plaintiff the requisite basic subscriber information of defendants Nos.9 to 12 to enable such service.

24. Plaintiff is directed to comply with the provision of Order XXXIX Rule 3 CPC within 04 weeks.
25. List before the learned Joint Registrar for completion of pleadings in this application on 06th November 2026.
26. List before court after completion of pleadings in this application.

ANUP JAIRAM BHAMBHANI, J

AUGUST 5, 2026

ds