$~O-35

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

\# **CNR No. DLHC010183642026**

\+ **CS(COMM) 454/2026 and I.A. 11961/2026, I.A. 11962/2026, I.A. 28706/2026**

Date of Decision: 14.10.2026

IN THE MATTER OF:

ARJUN KAPOOR
701 RAHEJA ORCHID
N.S. ROAD NO. 9, J.V.P.D. SCHEME
JUHU, MUMBAI – 400049 .....PLAINTIFF

Through: Mr. Pravin Anand with Mr. Dhruv Anand, Mr. Dhananjay Khanna & Ms. Bhavya Verma, Advocates.

versus

ARTIST BOOKING COMPNY
ARISA MAHAL, NO.8 WALKESHWAR ROAD
MUMBAI – 400006, MAHARASHTRA .....DEFENDANT NO.1

VINSM GLOBE PRIVATE LIMITED
E-48/4, OKHLA INDUSTRIAL AREA
PHASE-II, NEW DELHI
DELHI – 110020 .....DEFENDANT NO.2

ICE POSTER
1903 60TH PL E STE M4058
BRADENTON, FLORIDA, UNITED STATES
.....DEFENDANT NO.3

THE BOLLYWOOD TEE SHOP

Signature Not Verified
Signed By:NEHA CHOPRA
Signing Date:17.10.2026
17:27:23

Signature Not Verified
Signed By:PURUSHAINDRA KUMAR KAURAV

2 OLGA COURT, NG3 2NH
UNITED KINGDOM .....DEFENDANT NO.4

ETSY
ETSY IRELAND UC
5TH FLOOR, ONE LE POLE SQUARE
SHIP STREET GREAT
DUBLIN 8, IRELAND .....DEFENDANT NO.5

REDBUBBLE
111 SUTTER ST, 17TH FLOOR
SAN FRANCISCO, CA.
ALSO AT:
LEVEL 12, 697 COLLINS STREET
DOCKLANDS, VICTORIA 3008
AUSTRALIA .....DEFENDANT NO.6

MEDIA STOREHOUSE LTD.
THE WENTA BUSINESS CENTRE
COLNE WAY
WATFORD
WD24 7ND .....DEFENDANT NO.7

DREAMWORLD DIGITAL SHOPING PVT LTD
FLAT NO. 902, SHEIL TOWER
YARI ROAD, NEAR SAI GANESH MANDIR
ANDHERI WEST, MUMBAI
MAHARASHTRA 400061 .....DEFENDANT NO.8

@MIXED BROADCAST
HTTPS://WWW.YOUTUBE.COM/@MIXEDBROADCAST9516/
THROUGH
YOUTUBE
THROUGH RESIDENT GRIEVANCE OFFICER
HAVING ITS INDIA LIAISON OFFICE AT
UNIT NO. 26, EXECUTIVE CENTRE
LEVEL 8, DLF CENTRE

Signature Not Verified
Signed By:NEHA CHOPRA
Signing Date:17.10.2026
17:27:23

Signature Not Verified
Signed By:PURUSHAINDRA KUMAR KAURAV

SANSAD MARG, NEW DELHI 110001 .....DEFENDANT NO.9

@TOP NOTCH V
HTTPS://WWW.YOUTUBE.COM/@VIKASRWT07
EMAIL: VIKASRWT7007@GMAIL.COM
THROUGH
YOUTUBE
THROUGH RESIDENT GRIEVANCE OFFICER
HAVING ITS INDIA LIAISON OFFICE AT
UNIT NO. 26, EXECUTIVE CENTRE
LEVEL 8, DLF CENTRE
SANSAD MARG, NEW DELHI 110001 .....DEFENDANT NO.10

@COOLPBVIDEOSUSINGAIARTIFIC4096
HTTPS://WWW.YOUTUBE.COM/@COOLPBVIDEOSUSINGAIARTIFIC4096
THROUGH
YOUTUBE
THROUGH RESIDENT GRIEVANCE OFFICER
HAVING ITS INDIA LIAISON OFFICE AT
UNIT NO. 26, EXECUTIVE CENTRE
LEVEL 8, DLF CENTRE
SANSAD MARG, NEW DELHI 110001 .....DEFENDANT NO.11

GOOGLE LLC
FOR
YOUTUBE
THROUGH RESIDENT GRIEVANCE OFFICER
HAVING ITS INDIA LIAISON OFFICE AT
UNIT NO. 26, EXECUTIVE CENTRE
LEVEL 8, DLF CENTRE
SANSAD MARG, NEW DELHI 110001 .....DEFENDANT NO.12

BOLLYWOOD BAATEIN
HTTPS://WWW.FACEBOOK.COM/PROFILE.PHP?ID=61571500902510
PHONE NO.: 095228 84994

Signature Not Verified
Signed By:NEHA CHOPRA
Signing Date:17.10.2026
17:27:23

Signature Not Verified
Signed By:PURUSHAINDRA KUMAR KAURAV

EMAIL: ITS24SUNNY@GMAIL.COM
THROUGH
META PLATFORMS, INC
A212-C, OFFICE NO. UG12
TIRUPATI PLAZA, SHAKARPUR
NEW DELHI, INDIA – 110092 .....DEFENDANT NO.13

INDIAN CINEMA BEAUTY
HTTPS://WWW.FACEBOOK.COM/INDIANCINEMABEAUTY
EMAIL: MOHITSHA10000@GMAIL.COM
THROUGH
META PLATFORMS, INC
A212-C, OFFICE NO. UG12
TIRUPATI PLAZA, SHAKARPUR
NEW DELHI, INDIA – 110092 .....DEFENDANT NO.14

BEAUTY REDEFINED - ACTRESS
HTTPS://WWW.FACEBOOK.COM/BEAUTYREDEFINEDACTRESS/
PHONE NO.: 080561 24676
EMAIL: ALIASINDRAJIT@GMAIL.COM
THROUGH
META PLATFORMS, INC
A212-C, OFFICE NO. UG12
TIRUPATI PLAZA, SHAKARPUR
NEW DELHI, INDIA – 110092 ....DEFENDANT NO.15

META PLATFORMS, INC
A212-C, OFFICE NO. UG12
TIRUPATI PLAZA, SHAKARPUR
NEW DELHI, INDIA – 110092 .....DEFENDANT NO.16

MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
(GOVERNMENT OF INDIA)
ELECTRONICS NIKETAN
6, CGO COMPLEX

Signature Not Verified
Signed By:NEHA CHOPRA
Signing Date:17.10.2026
17:27:23

Signature Not Verified
Signed By:PURUSHAINDRA KUMAR KAURAV

LODHI ROAD
NEW DELHI – 110003 .....DEFENDANT NO.17

DEPARTMENT OF TELECOMMUNICATIONS
(GOVERNMENT OF INDIA)
NO – 210 & 306, 318, 507, 708, 917
SANCHAR BHAWAN, NO – 20
NEW DELHI – 110 003 .....DEFENDANT NO.18

JOHN DOE(S) .....DEFENDANT NO.19

Through: Mr. Jayesh Kalebere, Advocate for D1 *via* VC.
Mr. Aditya Gupta with Mr. Rohith Venkatesan & Ms. Angela Arora, Advocates for D12.
Mr. Varun Pathak with Mr. Vidshesh Sharma & Ms. Ananya Gogoi, Advocates for D16.
Mr. Satya Ranjan Swain, CGSC with Mr. Naveen, Advocate for D17 & 18.

CORAM:
HON'BLE MR. JUSTICE PURUSHAINDRA KUMAR KAURAV

J U D G E M E N T

PURUSHAINDRA KUMAR KAURAV, J. (ORAL)

1. The plaintiff has approached this Court seeking various reliefs on the ground that, by virtue of his hard work and artistic calibre, he has been acquired personality rights which, according to him, cannot be exploited or misused by any third party, particularly without his consent.

2. The plaintiff has set out various instances to demonstrate that he enjoys personality rights and has established a distinct identity in society. For the sake of brevity, it is not considered necessary to reproduce the entire

Signature Not Verified
Signed By:NEHA CHOPRA
Signing Date:17.10.2026
17:27:23

Signature Not Verified
Signed By:PURUSHAINDRA KUMAR KAURAV

narration contained in the plaint. More importantly, none of the defendants has controverted the factual averments made by the plaintiff in the plaint. In these circumstances, it is pertinent to note that, *vide* interim order dated 29.04.2026, this Court passed the following directions:

> *"47. Accordingly, the following directions are passed:*
>
> *i. The defendant nos.1 to 11, 13 to 15, and 19 (John Does), their associates, servants, agents, affiliates, holding companies, assignees, substitutes, representatives, group entities, their subscribers, employees and/or persons claiming through them or under them are restrained from violating the plaintiff's personality/ publicity /moral rights by utilizing in any manner directly and/or indirectly, using or exploiting or misappropriating the plaintiff's (a) name 'Arjun Kapoor'; (b) image and likeness; and (c) any other attributes of his persona which are exclusively identifiable with him for any commercial and/or personal gain and/or otherwise by exploiting them in any manner without the plaintiff's consent and/or authorization, and/or using or exploiting or misappropriating the plaintiff's performances, through the use of any technology including but not limited to Artificial Intelligence, Generative Artificial Intelligence, Machine Learning, Deepfakes, Face Morphing, Superimposing and on any mediums and formats;*
>
> *ii. The defendant nos.1 to 11, 13 to 15, and 19 (John Does), their associates, servants, agents, affiliates, holding companies, assignees, substitutes, representatives, group entities, their subscribers, employees and/or persons claiming through them or under them are restrained from creating, sharing, disseminating, any product (including but not limited to T-shirts, sweatshirts, stickers, posters, mugs, mousepads, etc.); content (including audio-visual content, images, videos etc.) through the use of any technology including but not limited to Artificial Intelligence, Generative Artificial Intelligence, Machine Learning, Deepfakes, Face Morphing, Superimposing and on any mediums and formats, including but not limited to the physical medium, the virtual medium such as websites, Metaverse, social media etc.;*
>
> *iii. Defendant nos.3 to 16 are directed to take down all links/websites provided by the plaintiff in Document 1, 2 and 3 attached with the present application which unlawfully infringe the plaintiff's personality/publicity rights as also defendant no.12 to disclose the Basic Subscriber Information of the YouTube channels which are a*

Signature Not Verified
Signed By:NEHA CHOPRA
Signing Date:17.10.2026
17:27:23

Signature Not Verified
Signed By:PURUSHAINDRA KUMAR KAURAV

part of 'Document-2' appended to the application, and defendant no.16 to disclose the Basic Subscriber Information of the Facebook/ Instagram accounts which are a part of 'Document-3' appended to the application."

3. Summons were issued to the defendants, and the parties were directed to complete the pleadings. During the course of hearing, it was pointed out that defendant nos. 5 and 6 had already been deleted from the array of parties. Defendant no. 1 has also filed an application seeking deletion of its name from the array of parties on the ground that it has already complied with the interim directions. In view of the aforesaid developments, learned counsel appearing for the plaintiff submits that there is no likelihood of the defendants being permitted to continue to infringe the plaintiff's personality rights and, therefore, the suit may not warrant a full-fledged trial.

4. It is further submitted that the other intermediary and social media platform are also unlikely to have any objection to complying with the directions issued by this Court.

5. This Court has perused the impugned links and the material placed on record and is satisfied that the same are being used without the plaintiff's consent and for commercial exploitation.

6. This Court has considered the aforesaid submissions and finds that none of the defendants has come forward to controvert the averments made in the plaint. In the absence of any written statement or affidavit of admission/denial of documents, the averments contained in the plaint are liable to be treated as admitted, and the documents filed therewith are deemed to stand admitted in terms of Rule 3 of Chapter VII of the Delhi High Court (Original Side) Rules, 2018. Consequently, no disputed question of fact arises which would necessitate a trial.

Signature Not Verified
Signed By:NEHA CHOPRA
Signing Date:17.10.2026
17:27:23

Signature Not Verified
Signed By:PURUSHAINDRA KUMAR KAURAV

7. The defendant nos.1, 2, 4, 7, 8, 9, 10, 11, 13, 14 and 15 have already been proceeded *ex parte*. This Court in the case of ***Rajat Sharma & Anr. v. Tamara Doc & Ors.*** has protected the personality and copyright interests of artists against unauthorised use or exploitation and has decreed their respective suits and has held as under:

> *"11. Plaintiffs shall be at liberty to approach Defendant No. 9/Meta Platforms Inc. and Defendant No. 17/Google LLC, copying their respective counsels on record with the relevant details of any subsequent discovered URLs and/or content as applicable, relating to subject matter of the present suit including direct or indirect misuse, misappropriation or exploitation of the name, likeness, image, voice, photos, videos or any other aspect of Plaintiff No. 1's persona, which amounts to infringement of his personality and publicity rights and/or his copyright and trademark. Plaintiffs shall provide the concerned Defendant(s) with supporting particulars/documents demonstrating that such URLs and/or content, as applicable, form the subject matter of the present suit, on an affidavit. Upon receiving such request with details of relevant URL(s) and/or content, as applicable, the concerned Defendant(s) shall independently examine and evaluate Plaintiffs' request and act in terms of their respective policies. Concerned Defendant(s) shall acknowledge the request within 24 hours and take action within 36 hours thereafter. In case, the concerned Defendant(s) does not act upon the request made, Plaintiffs shall be at liberty to approach the Court to seek appropriate directions in that regard."*

8. The Court thus finds that the instant suit too deserves to be decreed in the following terms:

(i) Defendant nos. 17 and 18 are directed to take down the infringing links attributable to defendant no. 3 that continue to remain active, as referred to in prayer clauses (i) to (iv) of the plaint. Defendant nos. 17 and 18 are further directed to take down the infringing links specified in prayer clauses (v) to (viii) of the plaint. The interim directions dated 29.04.2026, insofar as they concern defendant nos. 1, 2, 4, 7, 8, 9, 11, 14 and 15, are hereby made absolute.

Signature Not Verified
Signed By:NEHA CHOPRA
Signing Date:17.10.2026
17:27:23

Signature Not Verified
Signed By:PURUSHAINDRA KUMAR KAURAV

(ii) The plaintiff shall be at liberty to approach defendant no.9/Meta Platforms Inc. And defendant no.110/Google LLC, copying their respective counsel on record, with the relevant details of any subsequently discovered URLs and/or content relating to the subject matter of the present suit, including direct or indirect misuse, misappropriation or exploitation of the name, likeness, image, voice, photos, videos or any other aspect of the persona of plaintiff, which amounts to infringement of his personality and publicity rights and/or the registered trademarks of plaintiff. The plaintiff shall provide the concerned defendant(s) with supporting particulars/documents, on an affidavit, demonstrating that such URLs and/or content form the subject matter of the present suit. Upon receiving such request, the concerned defendant(s) shall independently examine and evaluate the same and act in terms of their respective policies. In case the concerned defendant(s) do not act upon the request, the plaintiff shall be at liberty to approach this Court to seek appropriate directions.

9. Let the decree sheet be drawn up accordingly.

10. The suit stands disposed of, along with the pending applications.

11. The next date of hearing fixed before the Joint Registrar i.e., 14.12.2026, stands cancelled.

PURUSHAINDRA KUMAR KAURAV, J

OCTOBER 14, 2026
tr/ksr

Signature Not Verified
Signed By:NEHA CHOPRA
Signing Date:17.10.2026
17:27:23

Signature Not Verified
Signed By:PURUSHAINDRA KUMAR KAURAV