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

\# **CNR No. DLHC010485282026**

\+ CS(COMM) 1098/2026

VIJAY SAI DEVERAKONDA .....Plaintiff

Through: Ms. Swathi Sukumar, Sr. Adv. with Mr. Rahul Kukreja, Mr. Sahil Raveen, Mr. Sahil Reddy, Mr. Jatin Shrivastava, Mr. Ritik Raghuwanshi, Ms. Rishika Aggarwal and Mr. Dhruv Kohli, Advs.

versus

ASHOK KUMAR JOHN DOE & ORS. .....Defendants

Through: Mr. Rohan Ahuja, Ms. Shruttima Ehersa, Ms. Aiswarya Debadarshini and Ms. Jahanvi Agarwal, Advs. for D-3.

Mr. Abhijeet Shrivastava, Mr. Anshuman Shrivastava, Mr. Shashank S. Dwivedi and Ms. Ananya Sahu, Advs. for D-5.

Mr. Vivek Ayyagari, Mr. Abhay Aren and Ms. Mishthi Dubey, Advs. for D-7.

Mr. Anshuman Gupta and Mr. Karan Aggarwal, Advs. for D-23.

CORAM:
HON'BLE MR. JUSTICE VIKAS MAHAJAN

O R D E R

% 08.10.2026

I.A. 27902/2026 (*by plaintiff under Section 151 CPC seeking permission to file lengthy list of dates and synopsis*)

1. Allowed, subject to just exceptions.

2. The application is disposed of.

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I.A. 27898/2026 (*by plaintiff under Section 12A of Commercial Courts Act, 2015 read with Section 151 CPC seeking exemption from institution of pre-litigation mediation*)

3. This is an application filed by the plaintiff seeking exemption from instituting pre-institution mediation under Section 12A of the Commercial Courts Act, 2015.

4. An urgent relief has been sought by the plaintiff in the present suit. After having examined the plaint and the documents filed along with the plaint, the Court is of the view that relief in application under Order XXXIX Rules 1 and 2 CPC [I.A. 27897/2026] is plausibly urgent and genuinely contemplated, for the reasons recorded in detail while dealing with I.A. 27897/2026.

5. The application is, therefore, allowed and the plaintiff is exempted from pre-litigation mediation.

6. The application stands disposed of.

I.A. 27899/2026 (*by plaintiff under Order XI Rule 1(4) read with Section 151 CPC to place on record additional documents*)

7. The present application has been filed on behalf of the plaintiffs seeking leave to place on record additional documents.

8. The plaintiffs are permitted to file additional documents in accordance with the provisions of the Commercial Courts Act, 2015, the Delhi High Court (Original Side) Rules, 2018 and Delhi High Court Intellectual Property Division Rules, 2022.

9. The application is disposed of.

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I.A. 27900/2026 (*by plaintiff under Order XI Rules 1, 3 & 5 read with Section 151 CPC*)

10. This is an application filed on behalf of the plaintiff seeking discovery, production and inspection of defendants' documents.

11. Issue notice.

12. Mr. Rohan Ahuja, learned counsel for defendant no.3; Mr. Abhijeet Shrivastava, learned counsel for defendant no.5; Mr. Vivek Ayyagari, learned counsel for defendant no.7 and Mr. Anshuman Gupta, learned counsel for defendant no.23, accept notice.

13. On plaintiff taking steps, issue notice to the unrepresented defendants by all permissible modes.

14. Reply be filed within four weeks. Rejoinder thereto be filed before the next date.

15. List before Court on 02.02.2027.

I.A. 27901/2026 (*by plaintiff under Section 80(2) read with Section 151 CPC*)

16. By way of present application filed under Section 80(2) read with Section 151 CPC, the plaintiff seeks exemption from instituting the present suit without serving the two (2) months prior notice on the defendant nos. 17 and 18 i.e. the government authorities.

17. For the reasons stated in the application, the application is allowed.

18. The condition of serving the two months' prior notice under Section 80 CPC on the said defendants is waived.

19. The application is disposed of.

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20. The plaint be registered as suit.

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21. Issue summons to the defendants.

22. Mr. Rohan Ahuja, learned counsel for defendant no.3; Mr. Abhijeet Shrivastava, learned counsel for defendant no.5; Mr. Vivek Ayyagari, learned counsel for defendant no.7 and Mr. Anshuman Gupta, learned counsel for defendant no.23, accept summons and waive formal service of summons.

23. They submit that copy of the plaint, I.A.s and documents have been received by them.

24. On plaintiff taking steps, summons be issued to the unrepresented defendants by all permissible modes.

25. The summons shall indicate that a written statement must be filed within thirty days from the date of receipt of summons.

26. The defendants shall also file an affidavit of admission/denial of the documents filed by the plaintiff, failing which the written statement shall not be taken on record.

27. The plaintiff is at liberty to file replication thereto within thirty days after filing of the written statement. The replication shall be accompanied by affidavit of admission/denial in respect of the documents filed by the defendants, failing which the replication shall not be taken on record.

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

29. Any party seeking inspection of documents may do so in accordance with the Delhi High Court (Original Side) Rules, 2018.

30. List before the learned Joint Registrar for completion of service, pleadings, admission/denial of documents and marking of exhibits on 03.12.2026.

31. List before Court on 02.02.2027.

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I.A. 27897/2026 ***(by plaintiff under Order XXXIX Rules 1 & 2 read with Section 151 CPC)***

32. The case set out in the plaint is that plaintiff is one of the most acclaimed and successful actors of the Indian film industry. He has appeared as the lead actor in multiple Telugu romantic drama films including but not limited to *Mahanati, Geetha Govindam, Taxiwaala, Liger, Kushi, Kingdom,* and *Dear Comrade*. Owing to his vast fan following, bold, unconventional appeal, and mass popularity, the plaintiff has also been offered cameo roles in various films, including *Jathi Ratnalu*, *Kalki 2898 AD*, and *Ee Nagaraniki Emaindhi*. This demonstrates the versatility of the plaintiff as an actor.

33. It is stated that the plaintiff has also appeared as the leading actor in the Telugu romantic drama film *Arjun Reddy*. The film received widespread critical acclaim and was a box office success. The plaintiff was awarded the 65th Filmfare Awards South for Best Telugu Actor. The film also garnered the recognition for plaintiff as 'Rowdy', which has become a widely known persona of his. The said film is known not only for its commercial success, but also for its powerful characterisation and the emotional depth portrayed by the plaintiff.

34. Apart from acting, the plaintiff has served as a brand ambassador for various national and international brands, including Fastrack, Cera, Fire-Boltt, Flipkart, iQOO, Wild Stone Code, Thumbs Up, Vijay Sales, Sunfeast, Samsung, Zomato, Myntra, Manyavar, etc. As the plaintiff's commercial activities are directly linked to his goodwill and reputation, he exercises due care and diligence in selecting the brands and products he endorses.

35. It is contended that the plaintiff is also a recipient of multiple awards and recognitions, including, *inter alia*, the SIIMA Award for Best Actor

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(Critics) for *Geetha Govindam*, the Nandi Award (Special Jury) for *Yevade Subramanyarn*, the Zee Cine Awards Telugu for Best Actor for *Arjun Reddy*, and the Zee Cinema Telugu Award for Favourite Actor for *Geetha Govindam* (2019), along with the HT India's Most Stylish Award (Hottest Stylist) in 2019.

36. The plaintiff has been featured consistently in prestigious recognitions and listings, including three consecutive mentions in the "Most Desirable Men" rankings, being ranked as 3rd in the year 2020, and being the only actor featured in the "30 Under 30" list of Forbes India in 2019. The plaintiff has also been featured multiple times in the Forbes India Celebrity 100 List. He has also been honoured with the HELLO! Hall of Fame Award (2023) for "Breakthrough Superstar of the Year".

37. It is also contended that the plaintiff has engaged in various philanthropic initiatives and social causes. He conceptualised and founded "The Deverakonda Foundation", a non-profit organisation, aimed at empowering individuals through education, employment training, and support for the middle class.

38. Further it is stated that plaintiff operates his own production house, "King of the Hill Entertainment", which is a prominent production house. The said production house has produced films such as *Meeku Maathrame Cheptha* (2019) and *Pushpaka Vimanam* (2021).

39. It is contended that the name "Vijay Sai Deverakonda" / "Vijay Deverakonda", being the personal name of the plaintiff, is exclusively and immediately associated with the plaintiff and no other person. The plaintiff's name has acquired enormous goodwill, reputation, and distinctiveness on account of his widespread recognition, public popularity, and commercial

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success. In the perception of the public at large, any reference to the name "Vijay Sai Deverakonda" or "Vijay Deverakonda" is instantaneously identified with and relatable only to the plaintiff.

40. It is stated that the plaintiff also started a fashion brand "RWDY" and founded Rowdy Wear Private Limited which has gained popularity and fame in the clothing industry and is particularly known for streetwear apparel. The said company manufactures and markets T-shirts, jackets, baseball shirts, trousers, accessories, and other apparel under the brand name "RWDY".

41. In addition, thereto, it is stated that the expressions "Rowdy" / "VD" have also become uniquely associated with the plaintiff and form an integral part of his persona and personality. The term "Rowdy" originated from the immensely popular character portrayed by the plaintiff in the film Arjun Reddy, following which the public and the plaintiff's fanbase began colloquially referring to him by the said expression.

42. Furthermore, it is stated that plaintiff's voice and tone, have also contributed significantly to his popularity across the nation through his films and public appearances, constitute unique and distinctive attributes of the plaintiff's persona. His voice possesses an instant recall value and is immediately recognised and attributable to him by the public at large, both in India and internationally.

43. In his public life, the plaintiff's goodwill and reputation are well evident from the fact that he is one of the most followed Telugu actors on Instagram and other social media platforms. On Instagram, the Plaintiff is followed by over 23.1 million followers, over 10 million followers on Facebook, over 3.7 million followers on X (formerly known as Twitter) and has 1.45 million subscribers on his You Tube Channel.

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44. Therefore, it is argued that the plaintiffs name and associated attributes have thus acquired substantial brand value and commercial significance, and the plaintiff enjoys celebrity status amongst the public at large. Accordingly, any unauthorised use of the plaintiff's aforesaid name or any other attributes uniquely associated with the plaintiff, by any third party including the defendants, is likely to cause confusion and deception amongst the public as to association/ endorsement / affiliation / sponsorship by the plaintiff.

45. Ms. Swathi Sukumar, learned Senior counsel for the plaintiff submits that, defendant nos. 1, 19 to 24 are the entities who are infringing/unlawfully misusing one or more attributes of the plaintiff's personality for unlawful gains and thus infringing the plaintiff's personality, publicity and privacy rights. The actions of the said defendants are also causing harm to the goodwill and reputation of the plaintiff. Defendant Nos. 2 to 18 are the platforms/websites/entities/intermediaries which are enabling/propagating the actions of the defendant nos. 1, 19 to 24.

46. She submits that the plaintiff has come across multiple fake social media handles/websites, impersonation accounts, and instances of cybersquatting, wherein several accounts and profiles have been created on various social media platforms using the plaintiffs name, abbreviations, and other identifiable attributes with the mala fide intention of falsely depicting an association, nexus, endorsement, promotion or affiliation with the plaintiff.

47. It is stated that there is content available across social media platforms, wherein sophisticated category of technology is being used like AI, deepfake, etc., to falsely depict the plaintiff or misappropriate the plaintiff's physical likeness, facial features, voice, and other distinctive personality attributes, without any authorisation, consent, or licence from the plaintiff.

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48. It is contended that through various e-commerce platforms who have been arrayed as defendants in the present suit, third party sellers offer for sale various infringing products including T-shirts, ceramic coffee mugs, images, and unauthorised e-books and other merchandise bearing the plaintiffs name, image, and personality attributes without authorisation from the plaintiff, thereby violating the plaintiff's personality and publicity rights.

49. It is also stated that various online platforms/websites of wallpaper download, and digital content distribution, are indulging in activities of disseminating, distributing, sharing, hosting, and/or commercially licensing photographs, images, wallpapers, and visual depictions of the plaintiff, without any authorisation, consent, or licence from the plaintiff.

50. Further it is stated that there are certain AI-generated, morphed, and other manipulated videos depicting the plaintiff in obscene, vulgar, objectionable, and derogatory scenarios have been published and circulated on platforms such as YouTube, etc. Such content has been published subsequent to the plaintiff's marriage in February 2026, which itself was a widely followed and celebrated event across the country.

51. By unlawfully utilising the plaintiff's name, image, likeness, and persona in connection with such obscene and vulgar content, the plaintiff's reputation, privacy, integrity, dignity, and honour are gravely prejudiced, thereby subjecting him to humiliation merely for the sake of cheap publicity, sensationalism, and increased viewership, including by portraying the plaintiff in obscene settings.

52. Also, it is argued that there are unauthorized mobile applications, available for download on various digital platforms and app stores, which unlawfully exploit the personality and publicity rights of the plaintiff.

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53. After having perused the plaint, and the documents annexed therewith and having heard the arguments of learned Senior counsel for the plaintiff, 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. This further includes a protection to the plaintiff against such offensive content which is abusive, vulgar and profane which tarnishes the reputation and goodwill of the plaintiff and is affecting his brand value as a whole and should also be taken down.

54. Therefore, in the considered opinion of this Court, the plaintiff has a, *prima facie*, strong case and having regard to his well-known, popular and well-accepted personality, the balance of convenience is tilted in favour of the plaintiff. In case *ex-parte ad-interim* injunction and other directions, as sought, are not passed, irreparable loss and injury, which may occasion, may not be compensated in monetary terms. The apprehension of dent and damage to the image and personality of the plaintiff, *prima facie*, appears to be real and present.

55. At this stage, a query has been put to Ms. Sukumar, as to what are the reliefs from the present application, she is pressing for, to which she replied that for the time being, she is pressing for Prayer (a) & Prayer (g).

56. Also, this Court notes that, at this interim stage an *ex-parte ad-interim* injunction cannot be granted to the plaintiff regarding his prayer for passing off for the colloquial name "Rowdy", as for the same it has to be proved on the basis of material that the expression "Rowdy" has acquired distinctiveness and a secondary meaning exclusively associated with the plaintiff. However,

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using the AI generated/Morphed image of the plaintiff along with the expression "Rowdy" will come within the ambit of violation of the personality rights of the plaintiff.

57. Ms. Sukumar, has handed over in Court a tabulated list of identified infringing links, which as per her instructions is a reformatted presentation of the annexed Document – A to the plaint. The same is taken on record and is appended to this order as Annexure-A.

58. A perusal of the infringing content enlisted in Annexure-A shows that there have been an unauthorised use of plaintiff's name, image or other distinctive attributes for commercial purposes which constitutes an infringement of plaintiff's personality rights, amounts to dilution of individual's unique identity and leads to unearned commercial gain by others. Further, there are also present in Annexure – A, some URLs which contain Abusive, Obscene and Vulgar content regarding the plaintiff.

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

i. defendants (including 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 and all other persons from violating the plaintiff's personality rights by utilizing and/or in any manner directly and/or indirectly, using or exploiting or misappropriating the plaintiff's personality / publicity rights by the use of the plaintiff's (a) name "Vijay Deverakonda" / "Vijay Devarakonda" / "Vijay Sai Deverakonda" and/or initials "VD" and/or any other acronyms or attributes of plaintiff's name or his initials, (b) voice recordings and duplications, (c) signatures/initials,

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(d) fashion style, (e) photographs/images and movie stills, (f) performance and (g) other aspects/attributes of his personality which are exclusively identifiable with him for any commercial and/or personal gain and/or otherwise by exploiting them in any manner whatsoever without the plaintiff's consent and/or authorization, through the use of any technology including but not limited to Artificial Intelligence, Generative Artificial Intelligence, Machine Learning, Deep-Fakes, Face Morphing, Graphic Interchange Formats (GIFs) and on any mediums and formats, including but not limited to the physical medium and the virtual medium such as websites, mobile apps, Metaverse, social media etc or otherwise;

ii. Defendant no.2/Meta, defendant no. 3/Google LLC and defendant no.4/X (previously Twitter) are directed to remove, disable access to, and permanently take down the impugned content identified by the plaintiff and appended as Annexure-A to this order from the platforms operated by them, including but not limited to videos, reels, posts, accounts, or channels which unlawfully use or imitate the plaintiff's persona.

iii. Defendant nos. 5 to 8, which operates online marketplace, shall take down URLs as mentioned against their respective names in Annexure – A to this Order within 72 hrs of being communicated a copy of this order by the plaintiff. Defendant nos. 5 to 8 will file an affidavit of compliance within two (2) weeks.

iv. Defendant nos. 9 to 16, the Domain Name Registrars are directed to lock and suspend the domains which are mentioned against their

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respective names in the tabulated chart as appended in Annexure-A to this Order within 72 hrs of being communicated a copy of this order by the plaintiff. Defendant nos. 9 and 16 will file an affidavit of compliance within two (2) weeks.

v. Defendant no. 17 [Ministry of Electronics and Information Technology] and defendant no. 18 [Department of Telecommunication] are directed to issue necessary notifications/directions to all ISPs and TSPs for blocking/removing access to the infringer websites as given in Annexure-A of this Order within 72 hrs of being communicated a copy of this order by the plaintiff. Compliance affidavit be filed within two (2) weeks.

60. The defendant nos.2 to 16 are at liberty to approach the plaintiff for the purpose of seeking clarification as to in what manner the URLs pointed out by the plaintiff appended in Annexure-A of the present order are covered by the order of this Court.

61. If any website/social media accounts, which is not primarily an infringing website, is blocked/locked in pursuance of the present order, the said website is permitted to approach this Court by giving an undertaking that it does not intend to infringe the plaintiff's personality rights and thereafter, the Court would consider modifying the injunction accordingly.

62. 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.

63. Issue notice.

64. Mr. Rohan Ahuja, learned counsel for defendant no.3; Mr. Abhijeet

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Shrivastava, learned counsel for defendant no.5; Mr. Vivek Ayyagari, learned counsel for defendant no.7 and Mr. Anshuman Gupta, learned counsel for defendant no.23, accept notice.

65. On plaintiff taking steps, issue notice to the unrepresented defendants by all permissible modes.

66. Let reply be filed within a period of four weeks from today. Rejoinder thereto, if any, be filed before the next date.

67. List before the learned Joint Registrar for completion of service and pleadings on 03.12.2026.

68. Provisions of Order XXXIX Rule 3 CPC be complied with *qua* the unrepresented defendants within a period of 10 days from today and affidavit of compliance be filed within a period of one week thereafter.

69. List before Court on 02.02.2027.

VIKAS MAHAJAN, J

OCTOBER 8, 2026
aj/AA

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ANNEXURE-A

S. No.	RESPECTIVE DEFENDANT NO. [Who posted it]	PAGE NO. IN THE PLAINTIFF'S DOCUMENT	URL & their user names (if any)	POSTED ON WHAT PLATFORM	PLAINT PARA AND CATEGORY
1.	Defendant No. 1 (John Doe)	Pg. 41	https://www.flipkart.com/hi/vrantikar-vijay-deverakonda-printed-ceramic-coffee-mug/p/itm1227905d889a0	Flipkart (Defendant No. 5)	Para 94(i) - Merchandise
2.	Defendant No. 1 (John Doe)	Pg. 42	https://www.flipkart.com/tee-gallery-printed-men-round-neck-white-t-shirt/p/itm580f2e5594f97	Flipkart (Defendant No. 5)	Para 94(ii) – Merchandise
3.	Defendant No. 1 (John Doe)	Pg. 43	https://www.flipkart.com/deccan-store-printed-men-round-neck-white-t-shirt/p/itmfgk767jdg5wbn	Flipkart (Defendant No. 5)	Para 94(iii) – Merchandise
4.	Defendant No. 1 (John Doe)	Pg. 44	https://www.flipkart.com/teegalary-printed-men-round-neck-white-t-shirt/p/itm5b08d8dfb	Flipkart (Defendant No. 5)	Para 94(iv) – Merchandise

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5.	Defendant No. 1 (John Doe)	Pg. 45	https://www.flipkart.com/teegalary-printed-men-round-neck-white-t-shirt/p/itme54978e9f308b	Flipkart (Defendant No. 5)	Para 94(v) – Merchandise
6.	Defendant No. 1 (John Doe)	Pg. 46	https://www.flipkart.com/deccan-store-printed-couple-round-neck-white-t-shirt/p/itm4ee33c1d996b1	Flipkart (Defendant No. 5)	Para 94(vi) – Merchandise
7.	Defendant No. 1 (John Doe)	Pg. 47	https://www.flipkart.com/mr-uvd-vijay-deverakonda-south-actor-fan-following-premium-quality-ceramic-coffee-mug/p/itm87a842a33cd78	Flipkart (Defendant No. 5)	Para 94(vii) – Merchandise
8.	Defendant No. 1 (John Doe)	Pg. 48	https://www.flipkart.com/dumdic-30-cm-colorful-vijay-devarakonda-a4-strong-self-adhesive-sticker/p/itmf7e92676f471c	Flipkart (Defendant No. 5)	Para 94(viii) – Merchandise
9.	Defendant No. 1 (John Doe)	Pg. 49	https://www.flipkart.com/dumdic-30-cm-smileful-vijay-devarakonda-a4-strong-self-adhesive-	Flipkart (Defendant No. 5)	Para 94(ix) – Merchandise

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			sticker/p/itm21e937b4d6cc7		
10.	Defendant No. 1 (John Doe)	Pg. 50	https://www.flipkart.com/peacockride-60-cm-vijay-deverakonda-telugu-cinema-wall-decal-self-adhesive-sticker/p/itme1e39e98a348a	Flipkart (Defendant No. 5)	Para 94(x) – Merchandise
11.	Defendant No. 1 (John Doe)	Pg. 51	https://www.flipkart.com/dumdic-30-cm-mass-look-vijay-devarakonda-a4-strong-self-adhesive-sticker/p/itm647959de37625	Flipkart (Defendant No. 5)	Para 94(xi) – Merchandise
12.	Defendant No. 1 (John Doe)	Pg. 52	https://www.flipkart.com/dumdic-50-cm-mass-look-vijay-devarakonda-vinyl-strong-self-adhesive-sticker-pack-1/p/itm7fd95e5e17517	Flipkart (Defendant No. 5)	Para 94(xii) – Merchandise
13.	Defendant No. 1 (John Doe)	Pg. 53	https://www.flipkart.com/vijay-deverakonda-large-framed-poster-room-office-13x19-inch-framed-paper-print/p/itm6d27d5c80b6ce	Flipkart (Defendant No. 5)	Para 94(xiii) - Merchandise
14.	Defendant No. 1 (John Doe)	Pg. 54	~~https://www.amazon.in/Style-Eva-Polyester-Devarakonda-Printed/dp/B08K~~	Amazon (Defendant No. 6)	Para 96(i) - Merchandise

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15.	Defendant No. 1 (John Doe)	Pg. 55	https://www.amazon.in/devarakonda-Printed-Ceramic-Coffee-Mug/dp/B09Y21Y1WB	Amazon (Defendant No. 6)	Para 96(ii) – Merchandise
16.	Defendant No. 1 (John Doe)	Pg. 56	https://www.amazon.in/Inspiring-Quotes-Life-Vijay-Deverakonda-ebook/dp/B0D6WPKRBW	Amazon (Defendant No. 6)	Para 96(iii) – Merchandise
17.	Defendant No. 1 (John Doe)	Pg. 57	https://www.meesho.com/rowdy-tshirtrowdy-boys-tshirtarjun-reddy-tshirtvijay-devarakonda-tshirtvijay-tshirtadinaa-pilla-beyarjun-reddy-dialogue/p/7zo782	Meesho (Defendant No. 7)	Para 98(i) - Merchandise
18.	Defendant No. 1 (John Doe)	Pg. 58	https://www.meesho.com/vijay-devarakonda-rowdy-box/p/54yxnl	Meesho (Defendant No. 7)	Para 98(ii) – Merchandise

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19.	Defendant No. 1 (John Doe)	Pg. 59	https://www.meesho.com/rowdy-vijay-cotton-blend-tshirt-vijay-devarakonda-tshirt-trending-tshirt-funky-tshirt/p/6ercac	Meesho (Defendant No. 7)	Para 98(iii) – Merchandise
20.	Defendant No. 1 (John Doe)	Pg. 60	https://www.meesho.com/vijay-devarakonda-side-look-t-shirt-yellow/p/7wc0ub	Meesho (Defendant No. 7)	Para 98(iv) – Merchandise
21.	Defendant No. 1 (John Doe)	Pg. 61	https://www.meesho.com/vijay-devarakonda-blue-box/p/54ym7c	Meesho (Defendant No. 7)	Para 98(v) – Merchandise
22.	Defendant No. 1 (John Doe)	Pg. 62	https://www.redbubble.com/i/sticker/Vijay-Devarakonda-by-Harshithartz/52120783/7sgk	Redbubble (Defendant No. 8)	Para 100(i) - Merchandise
23.	Defendant No. 1 (John Doe)	Pg. 63	https://www.redbubble.com/i/t-shirt/ARJUN-REDDY-by-krishnesh/38125048/z5wf	Redbubble (Defendant No. 8)	Para 100(ii) - Merchandise
24.	Defendant No. 1 (John Doe)	Pg. 64	~~https://printnew.in/product/rowdy-baby-telugu-t-shirt/~~ (Website under maintenance)	GoDaddy / DNR for printnew.in (Defendant No. 9)	Para 102(i) - Merchandise

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25.	Defendant No. 1 (John Doe)	Pg. 65	https://good-hope.in/products/vijay-deverakonda?variant=47645249962278	GoDaddy / DNR for good-hope.in (Defendant No. 9)	Para 104(i) - Merchandise
26.	Defendant No. 19	Pg. 66	https://www.desertcart.in/products/825719 258-50-inspiring-quotes-from-the-life-of-vijay-deverakonda	Desertcart.i n (Defendant No. 19)	Para 106(i) - Merchandise
27.	Defendant No. 20	Pg. 67	https://www.teez.in/products/arjun-reddy-vijay-devarakonda-t-shirt-for-men	Teez.in (Defendant No. 20)	Para 108(i) - Merchandise
28.	Defendant No. 20	Pg. 68	https://www.teez.in/products/arjun-reddy-vijay-devarakonda-t-shirt-for-women	Teez.in (Defendant No. 20)	Para 108(ii) - Merchandise
29.	Defendant No. 1 (John Doe)	Pg. 69	https://mrwallpaper.com/vijay-devarakonda	Dynadot Inc./ DNR for Mrwallpaper.com (Defendant No. 12)	Para 118(i) - Wallpaper
30.	Defendant No. 1 (John Doe)	Pg. 70	https://www.peakpx.com/en/hd-wallpaper-desktop-vqiwq	NameSilo, LLC / DNR for Peakpx.co m (Defendant No. 13)	Para 120(i) - Wallpaper
31.	Defendant No. 1 (John Doe)	Pg. 71	https://wallpapercave.com/vijay-devarakonda-hd-wallpapers	Network Solutions, LLC / DNR for wallpapercave.com (Defendant No. 14)	Para 122(i) - Wallpaper
32.	Defendant No. 1 (John Doe)	Pg. 72	https://wallpaperaccess.com/vijay-devarakonda-4k	NameChea p, Inc / DNR for	Para 124(i) - Wallpaper

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				wallpaperaccess.com (Defendant No. 15)	
33.	Defendant No. 21	Pg. 73	https://wallpapers.com/vijay-devarakonda	Wallpapers.com (Targa Limited / Defendant No. 21)	Para 126(i) - Wallpaper
34.	Defendant No. 21	Pg. 74	https://wallpapers.com/wallpapers/vijay-devarakonda-and-ananya-dfwgej9b758aypea.html	Wallpapers.com (Targa Limited / Defendant No. 21)	Para 126(ii) - Wallpaper
35.	Defendant No. 22	Pg. 75	https://www.gettyimages.in/detail/news-photo/vijay-deverakonda-lights-the-empire-state-building-in-news-photo/2230339019	Gettyimages.in (Getty Images Media India Pvt. Ltd. / Defendant No. 22)	Para 128(i) - Wallpaper
36.	Defendant No. 22	Pg. 76	https://www.gettyimages.in/search/2/image?family=editorial&phrase=vijay%20deverakonda	Gettyimages.in (Getty Images Media India Pvt. Ltd. / Defendant No. 22)	Para 128(ii) - Wallpaper
37.	Defendant No. 23	Pg. 77	https://www.zedge.net/category/wallpapers/vijay-devarakonda	Zedge.net (Zedge, Inc. / Defendant No. 23)	Para 130(i) - Wallpaper
38.	Defendant No. 1 (John Doe)	Pg. 105	https://play.google.com/store/apps/details?id=com.ArunD.VijayDeverakondaStickers	Playstore (Google LLC / Defendant No. 3)	Para 167(i) – Mobile App
39.	Defendant No. 1 (John Doe)	Pg. 106	https://play.google.com/store/apps/details?id=com.movies.puzzle.wallpapers.videos.vijaydeverakonda	Playstore (Google LLC / Defendant No. 3)	Para 167(ii) – Mobile App

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40.	Defendant No. 24	Pg. 107	~~https://apkpure.net/vijay-devarakonda-wallpapers-lyrics/com.apps.vijaydevarakonda~~ (Taken down)	Apkpure.ne t (Elecyber Internation al Pte Ltd. /	Para 169(i) – Mobile App
				Defendant No. 24)	
41.	Defendant No. 24	Pg. 108	~~https://apkpure.net/vijay-deverakonda-stickers/com.ArunD.VijayDeverakondaStickers~~ (Taken down)	Apkpure.ne t (Elecyber Internation al Pte Ltd. / Defendant No. 24)	Para 169(ii) – Mobile App
42.	Defendant No. 24	Pg. 109	~~https://apkpure.net/kushi-vijay-devarakonda/com.mobileusaqppp.app20042457804~~ (Taken down)	Apkpure.ne t (Elecyber Internation al Pte Ltd. / Defendant No. 24)	Para 169(iii) – Mobile App
43.	Defendant No. 1 (John Doe)	Pg. 80	https://www.instagram.com/reels/DViHPn0icVl/ Username - primegolf.blr	Instagram (Defendant No. 2)	Para 141(i) – AI and Deepfake
44.	Defendant No. 1 (John Doe)	Pg. 81	https://www.instagram.com/reels/DRevl8q DbNI/ Username - versatileitsol	Instagram (Defendant No. 2)	Para 141(ii) – AI and Deepfake
45.	Defendant No. 1 (John Doe)	Pg. 82	~~https://www.youtube.com/shorts/OTg_4R MnDPw~~ (Video Unavailable) Username - @deepaaiworld12	Youtube (Defendant No. 3)	Para 143(i) – AI and Deepfake
46.	Defendant No. 1 (John Doe)	Pg. 83	https://www.youtube.com/shorts/Urj6MI9 NUvg Username - @BioAi-c4x	Youtube (Defendant No. 3)	Para 143(ii) – AI and Deepfake

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47.	Defendant No. 1 (John Doe)	Pg. 84	https://www.youtube.com/shorts/4EuX3L3DyP8 Username - @BurnIndia	Youtube (Defendant No. 3)	Para 143(iii) – AI and Deepfake
48.	Defendant No. 1 (John Doe)	Pg. 85	https://www.youtube.com/shorts/80Pmrj95 9Mg Username - @Razz_ydv78	Youtube (Defendant No. 3)	Para 143(iv) – AI and Deepfake
49.	Defendant No. 1 (John Doe)	Pg. 86	https://www.youtube.com/shorts/3K5hRZbTolw Username - @LooksByAI	Youtube (Defendant No. 3)	Para 143(v) – AI and Deepfake
50.	Defendant No. 1 (John Doe)	Pg. 87	https://www.youtube.com/shorts/rHbsstI8AlY Username - @AiMotivation-se4hf	Youtube (Defendant No. 3)	Para 143(vi) – AI and Deepfake
51.	Defendant No. 1 (John Doe)	Pg. 88	https://www.youtube.com/shorts/Gpd0nKvgT5E Username - @MRCREATIVEIDEAS24	Youtube (Defendant No. 3)	Para 143(vii) – AI and Deepfake
52.	Defendant No. 1 (John Doe)	Pg. 89	https://www.youtube.com/shorts/KNDjLJ_ A5wI Username - @RBSM786	Youtube (Defendant No. 3)	Para 143(viii) – AI and Deepfake
53.	Defendant No. 1 (John Doe)	Pg. 90	~~https://www.youtube.com/shorts/tNbhow02Asg~~ (Video Unavailable) Username - @Deepaiworld12	Youtube (Defendant No. 3)	Para 143(ix) – AI and Deepfake
54.	Defendant No. 1 (John Doe)	Pg. 91	https://www.youtube.com/watch?v=laX38vtbmcI&pp=ygUUdmlqYXkgZGV2ZXJha29uZGEgYWk%3D	Youtube (Defendant No. 3)	Para 143(x) – AI and Deepfake

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			Username - Trend Clicks		
55.	Defendant No. 1 (John Doe)	Pg. 92	https://www.youtube.com/watch?v=MCE9HBvXxZQ&pp=ygUUdmlqYXkgZGV2ZXJha29uZGEgYWk%3D Username - Usha Tech	Youtube (Defendant No. 3)	Para 143(xi) – AI and Deepfake
56.	Defendant No. 1 (John Doe)	Pg. 93	https://www.youtube.com/watch?v=7HAfZImD0u0&list=RD7HAfZImD0u0&start_radio=1&pp=ygUUdmlqYXkgZGV2ZXJha29uZGEgYWmgBwHSBwkJvgsBhyohjO8%3D Username - StarFrame Studio	Youtube (Defendant No. 3)	Para 143(xii) – AI and Deepfake
57.	Defendant No. 1 (John Doe)	Pg. 94	https://www.youtube.com/watch?v=VUaXS4kx_ng&list=RDVUaXS4kx_ng&start_radio=1&pp=ygUUdmlqYXkgZGV2ZXJha29uZGEgYWmgBwE%3D Username - MOZ	Youtube (Defendant No. 3)	Para 143(xiii) – AI and Deepfake
58.	Defendant No. 1 (John Doe)	Pg. 95	https://www.youtube.com/shorts/UoFqTD XjMAM Username - @ThanosChelli	Youtube (Defendant No. 3)	Para 143(xiv) – AI and Deepfake

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59.	Defendant No. 1 (John Doe)	Pg. 96	https://www.youtube.com/shorts/bFEpp1tZ 3Bg Username - @savagesonu04	Youtube (Defendant No. 3)	Para 143(xv) – AI and Deepfake
60.	Defendant No. 1 (John Doe)	Pg. 97	https://www.youtube.com/shorts/vipa5CVy wok Username - @ThanosChelli	Youtube (Defendant No. 3)	Para 143(xvi) – AI and Deepfake
61.	Defendant No. 1 (John Doe)	Pg. 98	https://www.youtube.com/shorts/RDcawd-tvTU Username - @rupakavya7420	Youtube (Defendant No. 3)	Para 143(xvii) – AI and Deepfake
62.	Defendant No. 1 (John Doe)	Pg. 99	https://neural.love/ai-art-generator/1eeb20d2-795c-6064-8e85-b978902da2f1/create-vijay-devarakonda-as-lord-ram	Cloudflare, Inc. / DNR for neural.love (Defendant No. 10)	Para 145(i) – AI and Deepfake
63.	Defendant No. 1 (John Doe)	Pg. 100	https://neural.love/ai-art-generator/1edd8966-13cd-6a2e-9207-4b85be276f2d/vijay-devarakonda	Cloudflare, Inc. / DNR for neural.love (Defendant No. 10)	Para 145(ii) – AI and Deepfake
64.	Defendant No. 1 (John Doe)	Pg. 101	https://ai.sarapromptps.com/vijay-devarakonda-and-rashmika-mandana-wedding-ai-image-prompt/	Hostinger Operations, UAB / DNR for	Para 147(i) – AI and Deepfake
				saraprompts.com (Defendant No. 11)	
65.	Defendant No. 1 (John Doe)	Pg. 102	https://www.youtube.com/watch?v=QJzuv 46uIIY Username - Bollywood Ki Rani	Youtube (Defendant No. 3)	Para 161(i) - Obscene

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66.	Defendant No. 1 (John Doe)	Pg. 103	https://www.youtube.com/watch?v=IrA7L TMvedM Username - PR Bollywood	Youtube (Defendant No. 3)	Para 161(ii) – Obscene
67.	Defendant No. 1 (John Doe)	Pg. 104	https://www.youtube.com/shorts/lCDDMp aBlgo Username - @India-AI-s3t	Youtube (Defendant No. 3)	Para 161(iii) – Obscene
68.	Defendant No. 1 (John Doe)	Pg. 111	https://x.com/NaniDHF/status/2022684074 981364171 Username - @NaniDHF	X.com (Defendant No. 4)	Para 179(i) - Abusive
69.	Defendant No. 1 (John Doe)	Pg. 112	~~https://x.com/far_fetchd_/status/196208552 1565552914~~ (Page not found) Username - @far_fetchd_	X.com (Defendant No. 4)	Para 179(ii) - Abusive
70.	Defendant No. 1 (John Doe)	Pg. 113	https://x.com/Nani_noveshkp/status/20227 22470680367305 Username - @Nani_noveshkp	X.com (Defendant No. 4)	Para 179(iii) – Abusive
71.	Defendant No. 1 (John Doe)	Pg. 114	~~https://x.com/Prasad_00000/status/196292 6100906213454~~ (Post from a suspended account) Username - @Prasad_00000	X.com (Defendant No. 4)	Para 179(iv) – Abusive
72.	Defendant No. 1 (John Doe)	Pg. 115	~~https://x.com/Prasad_00000/status/207001 6555543617829~~ (Post from a suspended account) Username - @Prasad_00000	X.com (Defendant No. 4)	Para 179(v) – Abusive

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73.	Defendant No. 1 (John Doe)	Pg. 116	https://x.com/narasimha_chow2/status/2027243511167541445 Username - @narasimha_chow2	X.com (Defendant No. 4)	Para 179(vi) – Abusive
74.	Defendant No. 1 (John Doe)	Pg. 117	https://x.com/narasimha_chow2/status/2026253759400362204 Username - @narasimha_chow2	X.com (Defendant No. 4)	Para 179(vii) – Abusive
75.	Defendant No. 1 (John Doe)	Pg. 118	https://x.com/narasimha_chow2/status/2023622836209021025 Username - @narasimha_chow2	X.com (Defendant No. 4)	Para 179(viii) – Abusive
76.	Defendant No. 1 (John Doe)	Pg. 119	https://x.com/RaviNaniDHF/status/2026626237477826947 Username - @RaviNaniDHF	X.com (Defendant No. 4)	Para 179(ix) – Abusive
77.	Defendant No. 1 (John Doe)	Pg. 120	https://x.com/Oka_Dhagad/status/1962087041996595285 Username - @Oka_Dhagad	X.com (Defendant No. 4)	Para 179(x) – Abusive
78.	Defendant No. 1 (John Doe)	Pg. 121	https://x.com/USTHAAD_PK_CULT/status/1969282709097718219?s=46 Username - @USTHAAD_PK_CULT	X.com (Defendant No. 4)	Para 179(xi) – Abusive

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79.	Defendant No. 1 (John Doe)	Pg. 122	https://x.com/USTHAAD_PK_CULT/status/2033861162694295748?s=46 Username - @USTHAAD_PK_CULT	X.com (Defendant No. 4)	Para 179(xii) – Abusive
80.	Defendant No. 1 (John Doe)	Pg. 123	https://x.com/Nani_noveshkp/status/2003462437908123758 Username - @Nani_noveshkp	X.com (Defendant No. 4)	Para 179(xiii) – Abusive
81.	Defendant No. 1 (John Doe)	Pg. 30	https://www.instagram.com/vijay.deverakonda.07/ Username - vijay.deverakonda.07	Instagram (Defendant No. 2)	Para 84(i) – Impersonation
82.	Defendant No. 1 (John Doe)	Pg. 31	https://www.instagram.com/cherry_editz_officials/ Username - cherry-_editz_officials	Instagram (Defendant No. 2)	Para 84(ii) – Impersonation
83.	Defendant No. 1 (John Doe)	Pg. 32	https://www.instagram.com/_vijaya_devara konda_/ Username - _vijay_deverakonda_	Instagram (Defendant No. 2)	Para 84(iii) – Impersonation
84.	Defendant No. 1 (John Doe)	Pg. 33	https://www.instagram.com/thevijaydeva rakonda/ Username - the vijaydevarakonda	Instagram (Defendant No. 2)	Para 84(iv) – Impersonation
85.	Defendant No. 1 (John Doe)	Pg. 34	https://www.instagram.com/_vijay_.devera konda_/ Username - _vijay_.deverakonda_	Instagram (Defendant No. 2)	Para 84(v) – Impersonation
86.	Defendant No. 1 (John Doe)	Pg. 35	https://www.instagram.com/actor.vijaydeva rakonda/	Instagram (Defendant No. 2)	Para 84(vi) – Impersonation

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			Username - actor.vijaydevarakonda		
87.	Defendant No. 1 (John Doe)	Pg. 36	https://www.instagram.com/vijay_devarakonda_official_/ Username - vijay_devarakonda_official_	Instagram (Defendant No. 2)	Para 84(vii) – Impersonation
88.	Defendant No. 1 (John Doe)	Pg. 37	https://www.instagram.com/_vijay_devara konda / Username - _vijay_devarakonda	Instagram (Defendant No. 2)	Para 84(viii) – Impersonation
89.	Defendant No. 1 (John Doe)	Pg. 38	https://www.instagram.com/thedeverakondap/ Username - thedeverakondap	Instagram (Defendant No. 2)	Para 84(ix) – Impersonation
90.	Defendant No. 1 (John Doe)	Pg. 39	https://www.instagram.com/vijaya_devarakonda_official/ Username - vijaya_devarakonda_official	Instagram (Defendant No. 2)	Para 84(x) – Impersonation
91.	Defendant No. 1 (John Doe)	Pg. 40	https://www.instagram.com/rowdy_deverakonda/ Username - rowdy_deverakonda	Instagram (Defendant No. 2)	Para 84(xi) – Impersonation
92.	Defendant No. 1 (John Doe)	Pg. 78	https://www.instagram.com/p/DVa9X70D7QV/?img_index=7&igsh=dTlqb2Vyb2Y5Nmlw Username - giftsytales	Instagram (Defendant No. 2)	Para 135(i) – False endorsement
93.	Defendant No. 1 (John Doe)	Pg. 79	https://www.instagram.com/reel/DV8Teo-An0-/ Username - nimantran.einvites	Instagram (Defendant No. 2)	Para 135(ii) – False endorsement

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94.	Defendant No. 1 (John Doe)	Pg. 110	https://iamvijaydevarakondafan.weebly.com/	MarkMonitor, Inc. / DNR for	Para 173(i) – False endorsement
				weebly.com (Defendant No. 16)	

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