PRACHI PRANESH NANDIWADEKAR
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IN THE HIGH COURT OF JUDICATURE AT BOMBAY

ORDINARY ORIGINAL CIVIL JURISDICTION

IN ITS COMMERCIAL DIVISION

INTERIM APPLICATION (L) NO.26123 OF 2026
IN
COMMERCIAL IP SUIT (L) NO. 26069 OF 2026

Shruti Haasan … Applicant/Plaintiff
V/s.

Mahalaxmi Arts and Craft Works & Ors. …. Defendants

Mr. Rashmin Khandekar, Mr. Ameet Naik, Ms. Madhu Gadodia, Ms. Malabika Boruah, Mr. Aman Saraf, Mr. Amruta Thakur, Ms. Unnati Gambani and Vinayika Shahi i/by Anand & Naik, for the Applicant/Plaintiff.

Mr. Chinmay Thakare h/f Mr. Vikrant Parashurami, for Defendant No.6.

Ms. Reeti Shetty a/w Mr. Hardik Sampat for Defendant No.11 - Google LLC.

Ms. Nupur Jalan a/w. Ms. Shloka Narayanan and Mr. Tejpal Singh Rathore, for Respondent No.14/Defendant No.14

Mr. Navankur Pathak i/by Saikrishna & Associates for Defendant No.15.

CORAM : MADHAV J. JAMDAR, J.

DATED : 3 SEPTEMBER 2026

P. C. :-

1. At the outset, Mr. Khandekar, learned counsel appearing for the Applicant/Plaintiff tenders a draft amendment to correct the

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name of Defendant no.14.

2. Accordingly, the said draft amendment is taken on record and marked 'X' for identification. The Plaintiff is granted leave to amend the cause title. Amendment be carried out forthwith. Re-verification is dispensed with.

3. Mr. Khandekar, learned counsel for the Applicant/Plaintiff states that all the Defendants have been served including the Defendant No.14 whose name is corrected pursuant to the amendment allowed today. Except Defendant Nos.6, 11, 14 and 15, none appears for the other Defendants.

4. Mr. Khandekar, learned Counsel appearing for Plaintiff/Applicant submits that on earlier occasion advocates have also appeared for Defendant Nos. 4 to 7 and Defendant No.14 (before amendment), however, in any case, learned counsel submits that all the Defendants have been served. At this stage Ms. Nupur Jalan, learned counsel states that she has instructions to appear for newly added Defendant No.14.

5. Heard Rashmin Khandekar, learned Counsel appearing for the Applicant/Plaintiff, Mr. Thakare, learned Counsel appearing for Defendant No.6, Ms. Shetty, learned Counsel appearing for

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Defendant No.11, Ms. Jalan, learned Counsel appearing for Defendant No.14 and Mr. Pathak, learned Counsel appearing for Defendant No.15.

6. The rights which are the subject matter of the present Suit are the Plaintiff's "Personality Rights" and "Publicity Rights" i.e. rights which stem and flow from the right to freedom of speech and expression under Article 19(1)(a) of Constitution of India and right to life and personal liberty including the right to privacy under Article 21 of Constitution of India and also the Plaintiff's moral rights under Sections 38, 38-A, and 38-B of the Copyright Act, 1957 and Common law rights such as the right to protect oneself against the tort of passing off/ misappropriation/ unfair competition/unjust enrichment.

7. Mr. Khandekar, learned Counsel appearing for he Plaintiff submits the the particulars of the Defendants are as follows :-

7.1. Defendant Nos. 1 to 10, 15 operate AI chatbot services (Defendant Nos. 9, 10), social media pages (Defendant No. 3), merchandising websites (Defendant Nos. 1, 2) and alleged celebrity

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management and booking platforms (Defendant Nos. 4, 5, 6) and e-commerce websites (Defendant Nos. 7, 8, 15), each of which commercially exploit different facets of the Plaintiff's personality and/or infringe her moral rights under the Copyright Act, 1957.

7.2. The Defendant Nos. 11 to 14 operate major digital platforms including YouTube and Google (Defendant No. 11), Instagram and Facebook (Defendant No. 12), X t(formerly Twitter) (Defendant No. 13), Pinterest Europe Ltd. (Defendant No. 14) where large volumes of content which infringe the Plaintiff's personality rights, publicity rights, intellectual property rights and/or her fundamental rights (including her right to freedom of speech and expression and right to life and personal liberty (including the right to privacy)), have been uploaded, hosted and disseminated.

7.3. Defendant Nos. 16 and 17 are proforma Defendants being the Ministry of Electronics and

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Information Technology and Department of Telecommunications (GoI), which have been impleaded for better and complete facilitation and implementation of the orders of this Hon'ble Court, if so required.

7.4. Defendant No. 18 represents unknown persons/entities who are already exploiting, or may in future exploit, the Plaintiff's personality and/or publicity rights, intellectual property rights and/or her fundamental rights, anonymously through digital platforms and websites.

8. The Plaintiff has raised the following contentions in the plaint :

(i) The Plaintiff, Ms. Shruti Haasan, is one of India's most celebrated actresses, a globally recognized actress and philanthropist, and a prominent public figure who has carved a distinctive identity in Indian cinema and beyond, commanding immense goodwill, credibility and respect.

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(ii) The Plaintiff has received numerous awards and accolades for her contributions to Indian cinema and public life, including, inter alia:

a. Filmfare Awards South – Best Female Debut - South (2012), for 7 Aum Arivu and Anaganaga O Dheerudu;

b. CineMAA Award – Best Female Debut (2012), for Anaganaga O Dheerudu;

c. Asiavision Award – Excellence in Tamil Cinema (2013 for the film 3; and 2015 for Yevadu and Poojai);

d. Youth Icon of India – Female (2015);

e. IIFA Utsavam – Performance in a Leading Role – Female (2016);

f. South Indian International Movie Awards (SIIMA), including Best Female Debut – Telugu, Best Actress – Telugu and Stylish Actress of South Indian Cinema; and

g. Best Music Director for Unnaipol Oruvan (2009) at the Edison Awards, together with several Filmfare Award nominations for Best Female Playback Singer.

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(iii) The Plaintiff is an accomplished playback singer and musician. Trained in singing and music composition at the Musicians Institute, California, she has sustained a parallel career as a performing artist, lending her voice to numerous films and independent music projects.

(iv) The Plaintiff is one of the most sought-after faces for brand endorsements, and her name and image are associated with reliability, sophistication and brand equity. She has served as brand ambassador for, and endorsed, brands including Fossil, Kalamandir Jewellers, Lloyd, Emami Ltd., Galaxy chocolates, Fybros Fans, boAt and Mankind Pharma.

(v) The Plaintiff has shown an unwavering commitment to philanthropy and social causes, including her annual "Charity Closet Sales" to raise funds for children with HIV/AIDS, her role as brand ambassador for WWF India promoting environmental conservation, and her support for the education and employment of children of sex-

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workers and for the medical treatment of a child suffering from a genetic disorder.

(vi) The Plaintiff has been featured in numerous prestigious lists and publications recognizing her as one of India's most influential personalities, having appeared on the covers of Harper's Bazaar Pride, GQ, Femina and Filmfare, and having been placed 25th in Forbes India's list of most influential stars on Instagram in South cinema (2021). She enjoys a massive social media following, with approximately 23.6 million followers on Instagram, 7.2 million on 'X' (formerly Twitter) and 32 million on Facebook.

(vii) It is the contention raised in the Suit that, inter alia, the following aspects of her personality are valuable and protectable facets of her personality and publicity rights:

a. The Plaintiff's name – "Shruti Haasan";

b. The Plaintiff's voice and mannerisms associated / identified with her;

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c. The Plaintiff's image / photograph and her likeness;

d. The Plaintiff's unique style of dialogue delivery;

e. The Plaintiff's signature;

f. The Plaintiff's persona and overall public image as developed through her career in cinema, music and brand endorsements;

(viii) Evidently, the Defendants have utilized the Plaintiff's identity in an unwholesome and unsavory manner which maligns her reputation and exposes her to ridicule, thereby tarnishing her image and violating her moral rights. The Plaintiff's perceived association with inferior quality goods and services may further result in debasement of her persona.

(ix) The rights of the Plaintiff, as identified above, are a facet of her personality rights and / or publicity rights, in which the Plaintiff exercises exclusive control. As the Plaintiff is a renowned actress, her name, image, and likeness, and other elements of her persona, constitute exclusive capital assets that may be exploited only as per her discretion and only by permitted persons and it

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may have value much greater than any tangible property.

(x) In particular, no one would be entitled to utilize and / or misappropriate and / or imitate any facet of the Plaintiff's personality and / or exploit the same commercially in any manner, without her consent and authorization. Such unauthorized and infringing conduct, would constitute violation of the Plaintiff's Personality Rights and liable to be restrained by this Hon'ble Court.

(xi) The law also casts obligations on intermediaries under Rule 3(1)(b) of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 to ensure that such infringing and illegal activities ought not to be permitted to take place.

(xii) Plaintiff has discovered numerous AI-generated deepfake videos, manipulated photographs, memes, AI-generated voice simulations, chatbot personas, GIFs, merchandise and other digital content using Plaintiff's personality traits that have been created and

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disseminated without her consent. The infringing material falsely depicts or imitates the Plaintiff, frequently suggesting endorsements, associations or interactions which have not been authorised or consented to by her. Certain content is also be misleading, defamatory, explicit or otherwise objectionable, thereby causing grave prejudice to the Plaintiff's dignity, reputation and goodwill.

(xiii) Plaintiff has also discovered websites selling merchandise bearing her name, image and likeness without authorisation or marketing their products while illegally using Plaintiff's name and/or image.

(xiv) Some Defendants also operate AI chatbot platforms which host chatbot personas purporting to be the Plaintiff and permit members of the public to interact with such chatbots as though they were communicating directly with her. These chatbot services utilise the Plaintiff's name, image, identity, likeness and personality without any licence or authorisation and generate responses over which the Plaintiff exercises no control whatsoever.

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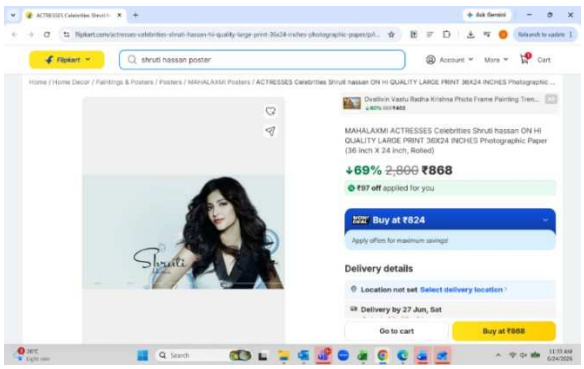
9. Mr. Khandekar, learned counsel appearing for the Plaintiff tenders a chart giving particulars of infringing material being made available online by various defendants. The relevant part of the same chart is reproduced hereinbelow :-

Defendants
Infringing Defendants
Mahalaxmi Arts And Craft Works ("D1"): An online store on the e-commerce platform, Flipkart (D15), unauthorizedly selling posters bearing P's name, image and likeness. [See: Para 68 / Pg. 49 of the Plaint; Para 46 / Pg. 35, 36 of the IA; Exhibit E / Entry No. 1/ Pg. 127 of the Plaint] 

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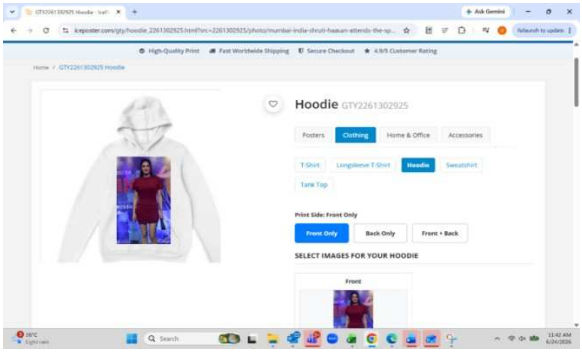
Ice Poster ("D2"): Operates an e-commerce website selling merchandise bearing P's name and image.

[See: Para70 / Pgs. 51, 52 of the Plaint; Para 48 / Pg. 38 of the IA; Exhibit E / Entry Nos. 8-511 / Pgs. 129-297 of the Plaint]



@rizwan_._91 ("D3"): Proprietor of a social media account on Instagram (owned by Meta, D12) hosting a morphed AI reel of P and D3 in a false and inappropriate situation.

[See: Para 80 / Pgs. 60, 61 of the Plaint; Para 58 / Pgs. 46, 47 of the IA; Exhibit F / Entry No. 42 / Pg. 312 of the Plaint]

Celebs Booking ("D4"): Website purporting to be a platform to book an appearance / performance by P at social events.

[See: Para 96 / Pgs. 70,71 of the Plaint; Para 74 / Pgs. 56, 57 of the IA; Exhibit H / Entry No. 1 / Pg. 356 of the Plaint]

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Vinsm Globe Private Limited ("D5"): Website purporting to be a platform to book an appearance / performance by P at social events.

[See: Para 97 / Pgs. 71, 72 of the Plaint; Para 75 / Pgs. 57, 58 of the IA; Exhibit H / Entry No. 2 / Pg. 356 of the Plaint]

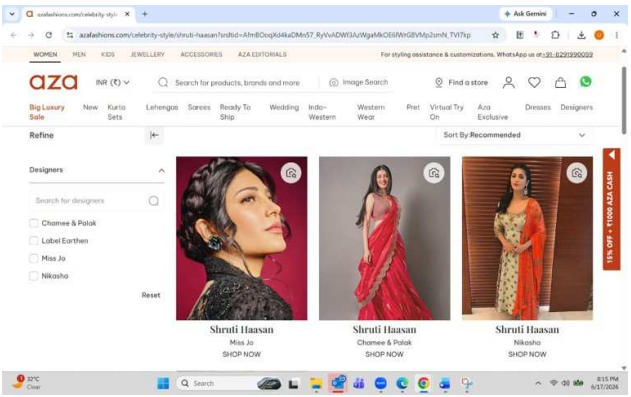
Tring ("D6"): Purporting to be a facilitator of brand endorsement deals, falsely implying authority to secure a brand promotion deal with P.

[See: Para 98 / Pgs. 72, 73 of the Plaint; Para 76 / Pgs. 58, 59 of the IA; Exhibit H / Entry No. 3 / Pgs. 356, 357 of the Plaint]



Aza Fashions ("D7"): Operates an e-commerce entity selling garments using P's image and name, purporting P to be a model / ambassador for the platform.

[See: Para 99 / Pgs. 73, 74 of the Plaint; Para 77 / Pgs. 59, 60 of the IA; Exhibit H / Entry Nos. 4, 5 / Pgs. 357, 358 of the Plaint]



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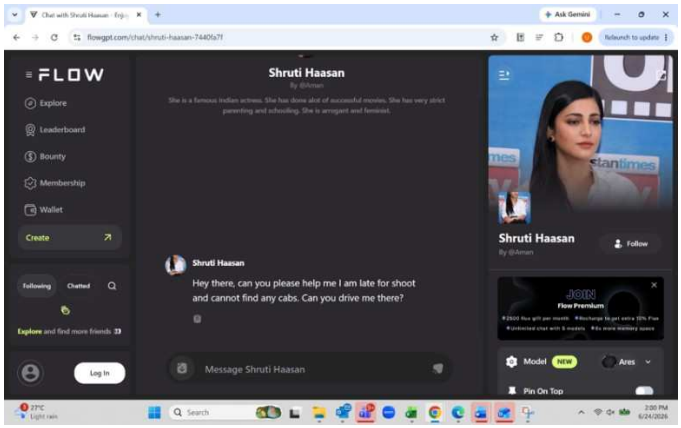
Kaabia Sasha Private Limited ("D8"): Online jewellery store (operated as 'Outhouse'), that misappropriates P's name, image and likeness to advertise its products as endorsed by her.

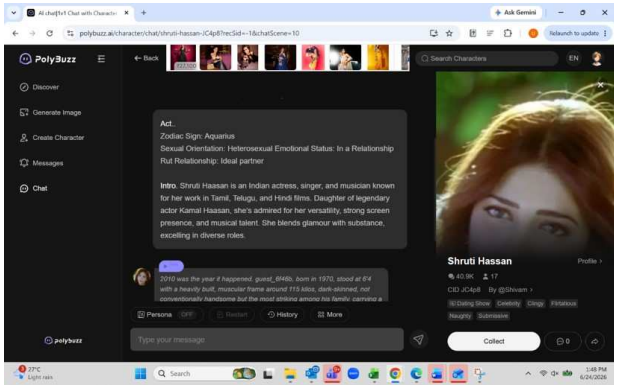
[See: Para 100 / Pgs. 74, 75 of the Plaint; Para 78 / Pgs. 60, 61 of the IA; Exhibit H / Entry Nos. 6, 7 / Pgs. 358, 359 of the Plaint]

FlowGPT ("D9"): AI chatbot hosting a character profile that utilises P's name and likeness to facilitate personal conversations purporting to be with P.
[See: Para 103 / Pgs. 77, 78 of the Plaint; Para 81 / Pgs. 63, 64 of the IA; Exhibit H / Entry Nos. 44-46 / Pgs. 377, 378 of the Plaint]



Cloud Whale Interactive Technology LLC ("D10"): AI chatbot allowing users to chat with a profile using P's name, image and likeness, purporting to be P herself.

[See: Para 104 / Pgs. 78-79 of the Plaint; Para 82 / Pg. 64 of the IA; Exhibit H / Entry Nos. 47, 48 / Pgs. 377, 378 of the Plaint]



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Intermediaries
Google LLC ("D11", for YouTube): Owns and operates 'YouTube', which hosts channels disseminating fake AI-generated videos of P, including lewd and sexually suggestive content. Contact details of such channels are not made readily available on platforms owned by this Defendant. [See: Paras 72-74 / Pgs. 53-56 of the Plaint; Paras 50-52 / Pgs. 39-41 of the IA; Exhibit F / Entry Nos. 1, 2 / Pg. 298 of the Plaint]
Meta Platforms, Inc ("D12", for Instagram and Facebook): Owns and operates 'Facebook' and 'Instagram', which host pages disseminating AI-morphed, sexualised and fabricated content of P, including D3's account. Contact details of multiple other infringing accounts are not readily available. [See: Paras 75-79 / Pgs. 56-60 of the Plaint; Paras 53-57 / Pgs. 42-46 of the IA; Exhibit F / Entry Nos. 3-25, 41-68, 76-118, 129 / Pgs. 299-305, 312-320, 322-333, 337 of the Plaint; Exhibit H / Entry Nos. 8-29 / Pgs. 359-370 of the Plaint]
X Corp. ("D13"): Owns the microblogging platform 'X' (formerly Twitter), on which an account(s) uses AI to create fake, sexualised photos of P. Contact details of individual infringing accounts on this platform are not readily available. [See: Para 81 / Pgs. 61, 62 of the Plaint; Para 59 / Pgs. 47, 48 of the IA; Exhibit F / Entry Nos. 26-40, 69-75 / Pgs. 305-311, 320-322 of the Plaint; Exhibit H / Entry Nos. 30-43 / Pgs. 370-377 of the Plaint]
Pinterest ("D14"): Operates a platform on which users publish and circulate AI-morphed content mutilating P's privacy, moral rights and performer's rights. The image depicted illustratively demonstrates the manner in which P's performance has been modified, using AI tools, into a derogatory representation of her actual performance, thus violating her exclusive performer's rights and moral rights under Sections 38, 38-A and 38-B of the Copyright Act, 1957.

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[See: Paras 82, 83 / Pgs. 62-64 of the Plaint; Paras 60, 61 / Pgs. 48-50 of the IA; Exhibit F / Entry Nos. 119-128 / Pgs. 333-336 of the Plaint]
Flipkart Internet Private Limited ("D15"): Operates and maintains the e-commerce platform hosting D1's listing as well as other unnamed seller, trading in infringing merchandise. [See: Para 69 / Pgs. 50, 51 of the Plaint; Para 47 / Pgs. 36-37 of the IA; Exhibit E / Entry Nos. 1-7 / Pgs. 127-129 of the Plaint]
Proforma Defendant
Meity, DoT ("D16", "D17"): Proforma Defendants, impleaded to facilitate implementation of the Hon'ble Court's orders, including blocking / take-down of the links at Exhibit G. [See: Para 17 / Pg. 23 of the Plaint; Prayer clause (e) / Pg. 96 of the Plaint]
Unidentified Defendant
John Doe(s) ("D18"): Joinder of unidentified / unknown defendants engaged in infringing activities, including the entirety of the pornographic content at Exhibit G. • Joinder of unknown defendants as John Does and need for a John Doe order: Paras 61-64 / Pgs. 44-47 of the Plaint; Paras 40-43 / Pgs. 31-33 of the IA. • Need for *ex parte* order against John Does: Para 127 / Pg. 90 of the Plaint; Para 96 / Pgs. 70-71 of the IA. • Exhibit G (Links showing deepfake pornographic images of P) / Pgs. 338-355 of the Plaint. • Averment on sealed envelope at Para 94 / Pgs. 69, 70 of the Plaint; Para 72 / Pg. 55 of the IA]

10. The Plaintiff has compiled an extensive list of infringing URLs and has produced representative screenshots demonstrating

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the nature and extent of the infringements across various online platforms.

11. Mr. Khandekar, learned counsel appering for the Plaintiff has relied on the order of this Court passed on 8 July 2026 in the case of **Preity G. Zinta vs. Google LLC & Ors.** in Interim Application (L) No.20703 of 2026 in Commercial IP Suit No.245 of 2026. The various observations made in the said order are also applicable to the present case.

12. Perusal of the contentions in the plaint and also Exhibits which are annexed to the plaint makes a very strong *prima facie* case. Plaintiff has discovered numerous AI-generated deepfake videos, manipulated photographs, memes, AI-generated voice simulations, chatbot personas, GIFs, merchandise and other digital content using Plaintiff's personality traits that have been created and disseminated without her consent.

13. There is substance in the contention raised by the Plaintiff that the continuing disinclination of AI-generated deepfake videos, manipulated photographs, chatbot and other infringing content has caused and continues to cause irreparable injury to the

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Plaintiff's goodwill, reputation and commercial interest. Such injury cannot be adequately compensated by monetary damages alone, as once deepfake content is disseminated across the internet, it is capable of unlimited replication and circulation, resulting in permanent dilution of the Plaintiff's personality rights and public image.

14. The material on record clearly shows that the plaintiff's personality rights, publicity rights and moral rights are violated by creation of said morphed, deep-fake and/or super-imposed contents comprising the morphed plaintiff's image, photographs and videos. The plaintiff's "Personality Rights" and "Publicity Rights" are protected by Article 19(1)(a) of the Constitution of India i.e. the right to freedom of speech and expression as also the right to life and personal liberty including the right to privacy are protected by Article 21 of the Constitution of India. The right to life as contemplated under Article 21 of the Constitution of India includes the right to live with dignity. Thus, all these valuable fundamental rights of the Plaintiff are voilated and adversly affected by the impugned actions.

15. Thus, a very strong *prima facie* case is made out for grant of ad-interim relief in terms of prayer clauses a-(i) to a-(iii), b-(i) & b-

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(ii), (c) and (d) which are reproduced hereinbelow for ready reference :-

> a. Grant a temporary injunction against the Defendant Nos. 1 to 10 and Defendant No. 18, their associates, servants, agents, affiliates, holding companies, assignees, substitutes, representatives, group entities, their subscribers, employees and/or persons claiming through them or under them:
>
> (i) Restraining them from violating the Plaintiff's Personality Rights and / or moral rights and / or performer's rights by infringing and/or utilizing and/or misappropriating the Plaintiff's personality rights and / or moral rights in any manner by directly or indirectly using and/or exploiting and/or imitating any of the Plaintiff's indicia, namely: (a) name 'Shruti Haasan' and any abbreviation, moniker or variation thereof; (b) voice; (c) image; (d) likeness; (e) distinctive performance, appearance, and mannerisms; and (f) signature and any other attributes of her persona which are exclusively identifiable with her in any manner whatsoever without the Plaintiff's consent and/or authorization, including through the use of Artificial Intelligence or any technology of any kind;
>
> (ii) Restraining them from passing off their goods, schemes, content, promotions, or advertisements and/or services as those emanating from or being endorsed by, and / or being associated with the Plaintiff, by the use of the Plaintiff's indicia namely (a) name 'Shruti Haasan' and any abbreviation, moniker or variation thereof; (b) voice; (c) image; (d) likeness; (e) distinctive performance, appearance, and mannerisms; and (f) signature and any other attributes of her persona which are exclusively identifiable with her in any manner whatsoever and on any platform without the Plaintiff's consent and/or authorization, including through the use of any technology of any kind;
>
> (iii) Restraining them from importing, manufacturing, warehousing, selling, offering for sale, advertising, or

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otherwise dealing in any goods or services, including counterfeit merchandise, or operating any schemes or content that exploit the Plaintiff's indicia, namely (a) name 'Shruti Haasan' and any abbreviation, moniker or variation thereof; (b) voice; (c) image; (d) likeness; (e) distinctive performance, appearance, and mannerisms; and (f) signature and any other attributes of her persona which are exclusively identifiable with her, in any manner whatsoever and on any platform without the Plaintiff's consent and/or authorization;

b. Grant an order and injunction against the Defendants by themselves, their agents, servants, associates, and/or any person claiming through or under them,

(i) Directing them to forthwith takedown / remove / disable access to all listings / pages / content set out at Exhibits E, F, G and H of the Plaint which exploit / misuse the Plaintiff's indicia, namely (a) name 'Shruti Haasan' and any abbreviation, moniker or variation thereof; (b) voice; (c) image; (d) likeness; (e) distinctive performance, appearance, and mannerisms; and (f) signature and any other attributes of her persona which are exclusively identifiable with her which are without the Plaintiff's consent and/or authorization;

(ii) Directing them to forthwith takedown / remove / disable access to any further infringing listings / pages / content of a similar nature to the material at Exhibits E, F, G and H of the Plaint, as appearing on their portal / platform / websites, which exploit / misuse the Plaintiff's indicia, namely (a) name 'Shruti Haasan' and any abbreviation, moniker or variation thereof; (b) voice; (c) image; (d) likeness; (e) distinctive performance, appearance, and mannerisms; and (f) signature and any other attributes of her persona which are exclusively identifiable with her, upon being notified by the Plaintiff or by her authorised representative in writing subject to their right to communicate to the Plaintiff, with reasons, any objection to such removal;

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c. Grant an order and injunction directing Defendant Nos. 10 to 15, upon request and subject to any restrictions, to furnish to the Plaintiff the basic subscriber / seller information in their possession (including name, address, email ID, contact number, IP logs, registration details, and payment details) of the sellers/uploaders of the infringing listings/content so notified, to enable the Plaintiff to either implead them as parties to the present proceedings or place their relevant details before the Court in instances where found necessary;

d. Pass an order directing Defendant No. 11 to disclose the Basic Subscriber Information of the YouTube channels which are part of Exhibit F to the Plaint;

16. At this stage, it is required to be noted that the learned counsel appearing for the Defendant No.6 has stated that in fact, the Defendant No.6, after the service of the plaint along with the Interim Application, has taken out the impugned links. Mr. Khandekar, learned counsel appearing for the Plaintiff confirms the said position.

17. Learned counsel appearing for the Defendant Nos. 11, 14 and 15 submit that these Defendants will have no objection in implementing the order, however, some difficulty may arise if some of the links, if communicated by the Plaintiff in future and also which are subject matter of the Interim Application contains genuine photographs and material, then in such a case, these Defendants will communicate the same to the Plaintiff's advocate

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and if such an objection is raised, the Plaintiff is at liberty to approach the court to seek appropriate further orders.

18. In such event, liberty is also granted to all the Defendants to approach this Court. This liberty is granted to the Defendants as Rule 3 of the Information Technology (Intermediary Guidelines & Digital Media Ethics Code) Rules, 2021 contemplates due diligence by an intermediary.

19. The Defendants to file affidavit-in-reply within a period of six weeks from today. Rejoinder, if any, to be filed within three weeks thereafter.

20. Stand over to 3 December 2026.

21. Ad-interim relief to continue till further orders.

[MADHAV J. JAMDAR, J.]

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