IN THE HIGH COURT OF JUDICATURE AT BOMBAY

ORDINARY ORIGINAL CIVIL JURISDICTION

INTERIM APPLICATION (L) NO. 22104 OF 2026
IN
COMMERCIAL IP SUIT (L) NO. 328 OF 2026

Siddhant Ice Creams LLP & Anr. …Applicants

In The Matter Of:

Siddhant Ice Creams LLP & Anr. …Plaintiffs
Versus
John Doe(s) & Ors. …Defendants

Mr. Hrishikesh Shukla a/w Rohit Iyengar & Mahir Amir i/b Shardul Amarchand Mangaldas & Co., for the Plaintiffs.
Mr. S. P. Rajurkar, for Defendant No.2.

CORAM: MADHAV J. JAMDAR, J.
DATED: 08th OCTOBER 2026

P.C.:

1. Heard Mr. Shukla, learned Counsel appearing for the Applicants/Plaintiffs and Mr. Rajurkar, learned Counsel appearing for Defendant No.2.

2. This action is for infringement of trademark and copyrights.

3. The Plaintiff has raised the following contentions in the Plaint:

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i. Plaintiff No.1 is a limited liability partnership and the registered proprietor of the NATURAL Family Marks. The Plaintiff No.2 is the master franchisee of Plaintiff No.1. Plaintiff No.2 also manufactures NATURAL Ice Creams and allied products under the name NATURAL Family Marks and supplies the same to the network of frenchisees across the country.

ii. The Plaintiffs, collectively, are engaged *inter alia* in the business of manufacturing, marketing, selling, distributing and retailing of ice creams, ice cream shakes and allied/ancillary products and services through ice cream parlours, under the name/style/brand "NATURAL", which are run by various franchisees.

iii. It is further stated in the Plaint that Defendant No.1 John Doe(s) represents one or more unknown persons and/or entities who are violating the trademarks of the Plaintiffs to draw an unlawful connection with the Plaintiffs and defraud potential

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franchisee, business associates, consumers and/or customers. It has been further stated that considering the anonymity which the internet affords, the identity/identities of Defendant No.1 are currently unknown. Such persons are however engaged in creating false spate of websites, letters, emails and other communications, identical to the Plaintiffs.

iv. It is stated that Defendant No. 2-GODADDY.COM LLC, Defendant No. 3-Department of Telecommunications and Defendant No. 4-Ministry of Electronics And Information Technology, have been impleaded as Defendants for the purpose of compliance with the Orders of this Court and they have been impleaded for the limited purposes of blocking the deceptive and infringing websites.

4. It is stated that the NATURAL Ice Cream business was founded by Late Mr. Raghunandan Kamath in the year 1984. The relevant details of the manner of progress of said business

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are to be found in Paragraph Nos. 6 to 10, which read as under:

> "6. *The NATURAL Ice Cream business was founded by Late Mr. Raghunandan Kamath ("Late Mr. Kamath") in 1984,when he achieved a breakthrough in the art of ice creammaking by combining traditional and contemporary methods of producing artisanal ice cream and devised arevolutionary new machine for artisanal ice creams. He further devised a revolutionary ice cream machine that transformed the production process, enabling the creation of high-quality artisanal ice cream on a commercial scale. Late Mr. Kamath adopted the mark "NATURAL" for his icecream products and commenced business through his proprietary concern, M/s Natural Ice Creams, operating from a single ice cream parlour in the Juhu area in Mumbai. He launched a variety of ice creams and ice-cream-based products including tender coconut, strawberry, mango, jackfruit and other flavours, which quickly gained consumer recognition and popularity. In the conduct and promotion of the NATURAL Ice Cream business, he also devised the ATURAL logo of which the mark"NATURAL" was the most essential and prominent feature.*
>
> 7. *NATURAL Ice Cream business grew steadily over the following years. The turnover increased from approximately INR 2,08,150 for the financial years 1985-1986 to approximately INR 1,74,07,48,693 for the financial years 2025-2026 (unaudited and up to September 2025), reflecting the brand's*

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growing consumer acceptance andmarket presence.

8. *In view of the increasing popularity and goodwill of theNATURAL Ice Cream business, Late Mr. Kamathpromoted Plaintiff Nos. 1 and 2 for the purpose of carryingon and expanding the said business. Plaintiff No. l,formerly known as Siddhant Icecreams Pvt. Ltd., wasincorporated on 14 June 1993 and was converted into alimited tiability partnership under the name SiddhantIcecreams LLP with effect from 30 November 2018, and isthe proprietor of the NATURAL Family Marks. PlaintiffNo. 2 was incorporated on 12 June 1998 and is the masterfranchisee of Plaintiff No. 1 and also manufacturesNATURAL Ice Creams and allied products under theNATURAL Family Marks for supply to the Plaintiffs'franchisee network across the country. Plaintiff Nos. I and2 were promoted by Late Mr. Kamath and are presentlyowned by his legal heirs.*

9. *Copies of the registrations and statutory licenses issued in respect of the NATURAL ice cream business are annexed herewith and marked as* ***Exhibit – B.***

10. *The involvement of Plaintiff Nos. I and 2 only served to increase business even further. Over the years, the turnover of NATURAL Ice Cream business carried on by the Plaintiffs under the NATURAL Family Marks (defined below) has grown exponentially, and the Plaintiffs' NATURAL Family Marks are well known and immediately associated with the Natural Ice Cream business. The Plaintiffs' turnover from the Natural Ice Cream business for the previous decades is detailed below, evidencing the substantial business carried on by the Plaintiffs under the NATURAL brand:*

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#	Year	Turnover (INR)
1.	1985-1986	2,08,150
2.	1986-1987	Crave leave to provide
3.	1987-1988	4,32,500
4.	1988-1989	458,400
5.	1989-1990	514,306
6.	1990-1991	594,975
7.	1991-1992	Crave leave to provide
8.	1992-1993	Crave leave to provide
9.	1993-1994	78,00,835
10	1994-1995	3,43,98,973
11	1995-1996	4,27,13,608
12	1996-1997	3,73,68,090
13	1997-1998	4,44,63,203
14	1998-1999	5,34,86,888
15	1999-2000	3,90,03,281
16	2000-2001	4,65,79,446
17	2001-2002	5,54,67,624
18	2002-2003	5,99,54,825
19	2003-2004	6,66,40,455
20	2004-2005	8,21,32,063

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21	2005-2006	9,89,51,522
22	2006-2007	14,33,84,163
23	2007-2008	18,79,26,336
24	2008-2009	23,20,08,042
25	2009-2010	28,25,50,534
26	2010-2011	40,30,55,328
27	2011-2012	52,70,14,154
28	2012-2013	65,32,69,229
29	2013-2014	72,13,79,631
30	2014-2015	87,85,65,951
31	2015-2016	1,06,58,88,866
32	2016-2017	1,13,84,07,185
33	2017-2018	1,28,83,95,395
34	2018-2019	1,57,57,21,962
35	2019-2020	1,66,20,99,945
36	2020-2021	93,14,05,513
37	2021-2022	1,67,64,59,166
38	2022-2023	2,27,28,87,062
39	2023-2024	2,90,15,61,853
40	2024-2025	3,14,09,65,585
41	2025-2026 (unaudited and till	1,74,07,48,693

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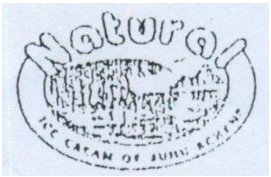
	September 2025)	

5. The details of the registered trademark of the Plaintiff are set out in Paragraph No.16, which reads as under:-

> *"16. Subsequently, the Plaintiffs registered the trademark for the NATURAL logo, and unique adaptations/variations/extensions of the NATURAL mark and for which the following registrations are presently valid and subsisting:*

#	Appl/Reg. No.	Trade mark	Class	Status
1.	641592		30	Registered and valid until 30/9/2034
2.	1143033		7	Registered and valid until 14/10/2032

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#	Appl/Reg. No.	Trade mark	Class	Status
3.	1143034		29	Registered and valid until 14/10/2032
4.	1143035		30	Registered and valid until 14/10/2032
5.	1143036		31	Registered and valid until 14/10/2032
6.	1143037		32	Registered and valid until 14/10/2032
7.	1143038		33	Registered and valid until 14/10/2032
8.	1209153		7	Registered and valid until 25/6/2033

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#	Appl/Reg. No.	Trade mark	Class	Status
9.	1209154		11	Registered and valid until 25/6/2033
10.	1209156	NATURAL	33	Registered and valid until 25/6/2033
11.	1209158		31	Registered and valid until 25/6/2033
12.	1209159		30	Registered and valid until 25/6/2033
13.	1209160		29	Registered and valid until 25/6/2033
14.	1502789		42	Registered and valid until 9/11/2026

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#	Appl/Reg. No.	Trade mark	Class	Status
15.	3177550		29	Registered and valid until 5/2/2036
16.	3177553		29	Registered and valid until 5/2/2036
17.	3177558		35	Registered and valid until 5/2/2036
18.	3177561		35	Registered and valid until 5/2/2036
19.	3177566		30	Registered and valid until 5/2/2036

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#	Appl/Reg. No.	Trade mark	Class	Status
20.	3177569		30	Registered and valid until 5/2/2036
21.	3177573		43	Registered and valid until 5/2/2036
22.	3177574		43	Registered and valid until 5/2/2036
23.	3177576	TASTE THE ORIGINAL	43	Registered and valid until 5/2/2036
24.	3177577		43	Registered and valid until 5/2/2036
25.	3177578		43	Registered and valid until

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#	Appl/Reg. No.	Trade mark	Class	Status
				5/2/2036
26.	3177579	NATURALS TASTE THE ORIGINAL	43	Registered and valid until 5/2/2036
27.	3177580	NATURALS TASTE THE ORIGINAL	43	Registered and valid until 5/2/2036
28.	4811901	now	29	Registered and valid until 7/1/2031
29.	4811902	now	29	Registered and valid until 7/1/2031
30.	4811903		29	Registered and valid until 7/1/2031

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#	Appl/Reg. No.	Trade mark	Class	Status
31.	4811905		29	Registered and valid until 7/1/2031
32.	4811909		30	Registered and valid until 7/1/2031
33.	4811910		30	Registered and valid until 7/1/2031
34.	4811911		30	Registered and valid until 7/1/2031
35.	4811915		35	Registered and valid until 7/1/2031
36.	4811916		35	Registered and valid until 7/1/2031

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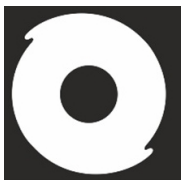
#	Appl/Reg. No.	Trade mark	Class	Status
37.	4811917		35	Registered and valid until 7/1/2031
38.	4811922		43	Registered and valid until 7/1/2031
39.	4811923		43	Registered and valid until 7/3/2031
40.	4811925		43	Registered and valid until 7/3/2031
41.	4811926		30	Registered and valid until 7/3/2031

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#	Appl/Reg. No.	Trade mark	Class	Status
42.	4979149		29	Registered and valid until 20/5/2031
43.	4979150		30	Registered and valid until 20/5/2031
44.	4979151		35	Registered and valid until 20/5/2031

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#	Appl/Reg. No.	Trade mark	Class	Status
45.	4979152		43	Registered and valid until 20/5/2031
46.	4979153		29	Registered and valid until 20/5/2031
47.	4979154		30	Registered and valid until 20/5/2031
48.	4979155		35	Registered and valid until 20/5/2031

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#	Appl/Reg. No.	Trade mark	Class	Status
49.	4979156		43	Registered and valid until 20/5/2031
50.	5242880	TASTE THE ORIGINAL	30	Registered and valid until 10/12/2031
51.	5242881	TASTE THE ORIGINAL	35	Registered and valid until 10/12/2031

6. It has also been stated that earlier also various proceedings were filed by the Plaintiffs to protect its trademark and copyrights and Orders have been passed against various third-party infringers.

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7. It is stated that the NATURAL Ice Cream business has developed significant operations across India through its various franchisees and the Plaintiffs have made significant investments to promote the NATURAL brand throughtout the country.

8. It is stated that the Plaintiffs have established a network of over 193 franchisees in 42 cities across India to sell ice creams and ice cream products and render allied services under the NATURAL Family Marks. The details of huge quantities of ice cream sold to its franchisees are set out in Paragraph No. 29, which reads as under:

> *"29. The NATURAL Ice Cream business has also sold very high quantities of ice cream to its franchisees, as detailed below:*

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Sr. No.	Year	Kilos of ice cream sold to the NATURAL franchisees (in Kgs)
1.	2007-2008	11,05,434
2.	2008-2009	12,85,816
3.	2009-2010	15,33,776
4.	2010-2011	18,20,546
5.	2011-2012	24,93,732
6.	2012-2013	28,73,697
7.	2013-2014	29,64,297
8.	2014-2015	32,77,486
9.	2015-2016	37,41,044
10.	2016-2017	38,48,848
11.	2017-2018	42,13,675
12.	2018-2019	47,37,431
13.	2019-2020	47,72,889
14.	2020-2021	26,26,268
15.	2021-2022	45,63,159
16.	2022-2023	58,09,754
17.	2023-2024	66,37,011
18.	2024-2025	70,00,269
19.	2025-2026 (As on September 2025)	37,36,025

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9. The details of sales/turnover of the NATURALS Ice Cream business franchisees are given in Paragraph No.31, which reads as under:

> "31. *For the Financial Year 2024-25, the number of orders placed by customers was over 1,67,09,502 with total sales of over INR 608 Crores. In the Financial Year 2025-26, from 01 April 2025 till 30 September 2025, over 90,94,295 orders have been placed for NATURALS products, with sales of around INR 343 Crores. The cumulative turnover of the NATURALS Ice Cream business franchisees carrying on business under the NATURALS Family Marks runs into hundreds of crores of rupees:*

Sr. No.	Year	Cumulative Turnover (in Crores INR)
1.	2017-2018	207.1
2.	2018-2019	288.1
3.	2019-2020	317.03
4.	2020-2021	170.82
5.	2021-2022	303.9
6.	2022-2023	427.98
7.	2023-2024	553.66
8.	2024-2025	608.36

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10. The details of the promotional expenses are set out in Paragraph No.32, which reads as under:

> *"The Plaintiffs have undertaken substantial expenses in promoting and advertising the NATURAL Ice Cream business through the NATURAL Family Marks, having expended over INR 1,77,13,519/- (Indian Rupees One Crore Seventy Seven Lakhs Thirteen Thousand Five Hundred and Nineteen Only) in advertising expenses for the year 2025-2026 alone. A copy of the auditor's certificate for the Plaintiffs' advertising expenses from the year 1994-95 till September 2025 is annexed herewith and marked as Exhibit - M. The promotion and advertisement expenditure incurred by the Plaintiffs over the previous decades is detailed below:*

Sr. No.	Year	Expenditure (INR)
1.	1994-2000	5,21,439
2.	2000-2010	1,20,09,746
3.	2010-2011	1,01,12,000
4.	2011-2012	1,17,98,901
5.	2012-2013	51,26,446
6.	2013-2014	78,07,986
7.	2014-2015	98,33,334
8.	2015-2016	1,01,27,580

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9.	2016-2017	1,62,42,566
10.	2017-2018	1,00,14,462
11.	2018-2019	1,28,36,341
12.	2019-2020	1,46,13,856
13.	2020-2021	76,88,357
14.	2021-2022	1,56,31,612
15.	2022-2023	1,53,59,426
16.	2023-2024	3,30,66,783
17.	2024-2025	4,12,45,759
18.	2025-2026 (unaudited)	1,77,13,519

11. It is stated that the Plaintiffs have over 400 employees in their employment while the 193 franchisees across various locations in India employ approximately 1100 employees.

12. In the Plaint, the averments are made concerning numerous prestigeous awards received by the Plaintiffs.

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13. It is stated that the Plaintiffs' NATURAL Family Marks have attained the prominent position as the well-known marks, with an established reputation and goodwill in the market for ice cream products.

14. As fas as the cause of action for filing the Suit is concerned, it is stated in Paragraph No.46 that the Suit is being filed pursuant to the illegal activities of Defendant No.1, operating under the names/aliases viz. Mukesh Agarwal, Pankaj Agarwal, Rahul Shrivastav, Abhishek, Vinod Pandey, Ashish Pandey, Riya Sharma, Tarun Gupta, and Ranveer and there are no other details available regarding the identity of these persons.

15. It is stated that Defendant No.1 has been running a counterfeit website. The details of which are set out at Exhibit-A, that mimics the NATURAL brand to execute a franchise using the impugned E-mails. Through the impugned website and the impugned E-mails, Defendant No.1 issues forged franchise letters and other communications to various unsuspecting persons who are the victims with the objective of

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misleading the victims into making payments to Defendant No.1, in return for a franchisee licence to sell NATURAL Ice Cream products. The impugned website also incorrectly displays the name of one RK Gupta as the purported founder of the Plaintiffs' business. The details in the manner in which the Plaintiffs came to know about the said fradulent activities are also set out in the Plaint.

16. Perusal of the Plaint as well as exhibits annexed to the Plaint show that the Plaintiffs are in the ice cream business since 1984.

17. The details of the registered trademark are already set out herein above. The details of the sales figures and expenses for the promotional activities of the Plaintiffs show that Defendant No.1 for the *malafide* purpose is using the said trade name NATURAL Ice Cream to take advantage of huge market of the Plaintiff.

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18. Accordingly, a very strong *prima facie* case is made for grant of ad interim relief in terms of prayer clauses (a), (b) and (g) till futher Orders.

> " **a.** *That pending hearing and final disposal of the present Suit, this Hon 'ble Court be pleased to pass a decree of permanent injunction restraining Defendant No. 1 (including unknown persons and such other other individuals/entities which are discovered during the course of the proceedings to have been engaging in infringing the Applicants' exclusive rights), their promoters, directors, assignees, relatives, successors-in-interest, licensees, franchisees, partners, representatives, servants, distributors, employees, agents etc. or anyone associated with it/them from using the NATURAL Family Trade Marks (described in Exhibit D hereto), including transliterations thereof and/or any mark identical with or similar to the NATURAL Family Trade Marks, singularly or in conjunction with any other word or monogram/logo as a trade*

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mark, service mark, house mark, trade name, trading style, corporate name, website, domain name, messaging group on any platform, e-mail address, social media handle or otherwise in any manner whatsoever so as to infringe the Applicants' said registered trade marks;

b. *That pending hearing and final disposal of the present Suit, this Hon'ble Court be pleased to pass a decree of permanent injunction restraining Defendant No. 1 (and such other individuals/entities which are discovered during the course of the proceedings to have been engaging in infringing the Applicants' exclusive rights), their promoters, directors, employees, assignees, relatives, successors-in-interest, licensees, franchisees, partners, representatives, servants, distributors, employees, agents etc. or anyone associated with it/them from infringing in any manner the Appplicants' copyrights in* NATURALS *Family Marks or any other marks/logos/devices identical or similar thereto) and from reproducing/copying the* NATURALS *Family Marks or any other marks/logos/devices*

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identical or similar thereto on any advertisement and/or the Impugned Website, signages or any other substance or by issuing copies of such artistic work i.e., the NATURALS Family Marks to the public, or otherwise in any manner whatsoever so as to infringe the Applicants' said registered copyrights in the NATURALS Family Marks;

g. *That pending hearing and final disposal of the Suit, Defendant No. 1 (including unknown persons and such other other individuals/entities which are discovered during the course of the proceedings to have been engaging in infringing the Applicants' exclusive rights), their promoters, directors, assignees, rel~~es, successors-in-interest, licensees, franchisees, partners, representatives, servants, distributors, employees, agents etc. or anyone associated with it/them from using the NATURAL Family Trade Marks be restrained by a temporary order and injunction of this Hon'ble Court from committing the tort of passing off in any manner and from marketing, advertising, offering any franchisee opportunities or dealing in the Impugned*

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Website and associated email addresses or any other domain name/email addresses identical with/similar and/or comprising of the Applicants NATURAL Family Trade Marks or any similar domain names/email addresses bearing the Applicants NATURAL Family Marks or any features thereof or from using any material, letterheads, stationery, visiting cards bearing/containing the NATURALS Family Marks or any other marks/logos/devices identical or similar thereto;"

19. The Interim Application be listed for further consideration on 7th January 2027.

[MADHAV J. JAMDAR, J.]

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