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

\# **CNR No. DLHC010427662026**

\+ CS(COMM) 985/2026

MANASH LIFESTYLE PRIVATE LIMITED .....Plaintiff

Through: Mr. Siddharth Yadav, Mr. Nageshwar Kumhar and Mr. Ayush Dey, Advocates.

versus

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

Through: Mr. Varun Pathak, Ms. Nitya Nath and Ms. Urmi Shah, Advocates for D-2.
Ms. Swati Agarwal, Mr. Vaarish Bawlani and Ms. Saumya Pawar, Advocates for D-3.
Mr. Rohin Koolwal, Advocate for D-5.

CORAM:
HON'BLE MS. JUSTICE JYOTI SINGH

O R D E R

% 15.09.2026

1. Matter has been received on transfer.

I.A. 24778/2026 *(Exemption)*

2. Allowed, subject to all just exceptions.

3. Application stands disposed of.

I.A. 24779/2026 *(for pre-institution mediation)*

4. This application is filed on behalf of the Plaintiff under Section 12-A of the Commercial Courts Act, 2015 read with Section 151 CPC seeking exemption from Pre-Institution Mediation.

5. Having regard to the facts of the present case wherein urgent relief is prayed for and in light of the judgment of Supreme Court in ***Yamini Manohar v. T.K.D. Keerthi, (2024) 5 SCC 815,*** as also Division Bench of

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this Court in ***Chandra Kishore Chaurasia v. RA Perfumery Works Private Ltd., 2022 SCC OnLine Del 3529***, exemption is granted to the Plaintiff from Pre-Institution Mediation.

6. Application is allowed and disposed of.

I.A. 24781/2026 *(u/S 151 CPC)*

7. This application is filed on behalf of the Plaintiff seeking exemption from effecting advance service on Defendant No. 1.

8. For the reasons stated in the application, the same is allowed exempting Plaintiff from effecting advance service on Defendant No. 1.

9. Application stands disposed of.

I.A. 24777/2026 *(u/O XI Rule 1 (4) r/w Section 151 CPC)*

10. This application is filed on behalf of the Plaintiff seeking to place on record additional documents within 30 days.

11. Plaintiff, if it wishes to file additional documents at a later stage, shall do so strictly in accordance with provisions of the Commercial Courts Act, 2015.

12. Application is allowed and disposed of.

I.A. 24780/2026 *(u/S 151 CPC)*

13. This application is filed on behalf of the Plaintiff seeking permission to file lengthy list of dates and events and brief synopsis.

14. For the reasons stated in the application, the same is allowed. List of dates and events and brief synopsis are taken on record.

15. Application stands disposed of.

CS(COMM) 985/2026

16. Let plaint be registered as a suit.

17. Issue summons.

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18. Counsels, as above, accept summons on behalf of the respective Defendants.

19. Upon filing of process fee, issue summons to the remaining Defendants through all permissible modes, returnable before the learned Joint Registrar on 08.10.2026.

20. Summons shall state that the written statement shall be filed by Defendant No. 1 within 30 days from the receipt of summons along with affidavits of admission/denial of the documents filed by the Plaintiff.

21. It will be open to the Plaintiff to file replication within 30 days from the date of receipt of written statements along with affidavits of admission/denial of documents filed by Defendant No. 1.

22. If any of the parties wish to seek inspection of any documents, the same be sought and given within the timeline prescribed in Delhi High Court (Original Side) Rules, 2018.

23. Learned Joint Registrar will carry out admission/denial of documents and marking of exhibits.

I.A. 24776/2026 *(u/O XXXIX Rules 1 and 2 r/w Section 151 CPC)*

24. This application is filed on behalf of the Plaintiff under Order XXXIX Rules 1 and 2 read with Section 151 of CPC for grant of *ex parte* ad interim injunction.

25. Issue notice.

26. Counsels, as above, accept notice on behalf of the respective Defendants.

27. Notice be issued to remaining Defendants through all permissible modes, returnable before Court on 20.01.2027.

28. Case of the Plaintiff as set out in the plaint is that Plaintiff is a

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company incorporated in India in the year 2011 under the Companies Act, 1956 and operates an online beauty and wellness store under the trademark PURPLLE/ , offering makeup, skincare, hair, bath and body, herbal, baby care, fragrance, beauty appliances and luxury products for men and women, alongside virtual makeover tools, beauty advice, free expert consultation and editorial content on beauty trends. Plaintiff is a market leader in the country with over one million customers more than 1000 curated and authentic brands and over fifty thousand products available on its website https://www.purplle.com/, which draws seven million monthly active users. Plaintiff has attained the status of a Unicorn start-up and has been recognised as the 102nd Unicorn start-up of India.

29. It is stated that Plaintiff has a significant physical retail presence in Delhi through 16 offline stores situated across prominent commercial and residential localities, including Chandni Chowk, Karol Bagh, Laxmi Nagar, Mayur Vihar, Tilak Nagar, Dwarka and Shahdara, particulars whereof are set out in paragraph 5 of the plaint. The said stores operate under the registered trademark PURPLLE and offer cosmetics, make-up, skin-care, hair-care and body-care products, comprising both the in-house brands of Plaintiff as well as products of third-party brands and have contributed materially to the goodwill, reputation and recognition enjoyed by the trademark PURPLLE amongst consumers and members of the public in Delhi.

30. It is stated that Plaintiff is a true owner, prior adopter, honest user and registered proprietor of the trademark PURPLLE, which was honestly

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conceived and adopted in 2011. In addition to the trademark PURPLLE, Plaintiff is the proprietor of several device marks which have been continuously developed, as follows:-

PURPLLE, 

PURPLLE.COM, 



31. It is stated that Plaintiff holds 62 registrations for PURPLLE and its formative marks across Classes 3, 5, 8, 9, 11, 16, 18, 21, 35, 36, 38, 41, 42 and 44, the earliest being under Application No. 2865837 dated 19.12.2014 in Class 44, all of which are valid and subsisting and free of disclaimers, particulars whereof are set out in paragraph 7 of the plaint. An application bearing No. 816692 seeking declaration of PURPLLE as a well-known trademark is pending consideration before the Trade Marks Registry. Plaintiff additionally holds copyright registrations in its PURPLLE logos under the Copyright Act, 1957 ('1957 Act'), details whereof are as follows:-

S. No.	Reg. No.	Logos	Status
1.	A-157548/2025	purplle	Registered & Valid
2.	A-158423/2025	purplle	Registered & Valid
3.	AT-202501589 66	purplle	Registered & Valid
4.	AT-202501611 31	purplle	Registered & Valid

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32. It is stated that Plaintiff has expended great effort on promotion of its products under the trademark PURPLLE throughout the country, through television commercials, newspapers, magazines, digital platforms and other media and has collaborated with well-known film personalities to endorse its marks, such as actress Sara Ali Khan, who was the Brand Ambassador in January, 2021. Plaintiff's trademarks along with the products sold thereunder have extensively featured in newspapers, digital magazines, online publications and other print and electronic media since 2012, resulting in continuous and widespread public exposure. The standing of the brand is further borne out by the recognition accorded to it by leading national and international media as also by independent industry surveys and publications. Plaintiff attained Unicorn status on valuation of approximately USD 1.1 billion, an achievement reported by Business Standard, which described PURPLLE as the newest unicorn of India. IMARC Group ranked PURPLLE at Number 6 amongst the "Top 9 E-Commerce Companies in India", placing it alongside the largest and most dominant online retail platforms in the country. The Digital Skipper, on 01.08.2021, placed PURPLLE at Number 14 in its list of "40 Top E-Commerce Companies and Online Shopping Sites in India". Startup Newswire on 13.06.2024 ranked PURPLLE at Number 3 in its list of "Top 10 BeautyTech Startups in India". ClickPost on 03.11.2024 placed PURPLLE at Number 10 in its list of "Top 15 Best E-Commerce Companies in India" and Venture Kites featured PURPLLE in "5 Notable Indian E-commerce Startups To Watch Out in 2024". Plaintiff also commands a substantial following on social media, which is evident from its social media followers, details whereof are as follows:-

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Platform	Followers	Link
Instagram	1.9M Followers	https://www.instagram.com/letspurplle/
Facebook	661K Followers	https://www.facebook.com/letspurplle
Twitter	7.2K Followers	https://x.com/letspurplle
YouTube	61K Subscribers	https://www.youtube.com/channel/UCI_6AcJI1sKexCLb2NAYTOQ
Pinterest	1.7K Followers	https://in.pinterest.com/letspurplle/
LinkedIn	492K Followers	https://www.linkedin.com/company/purplle-com/

33. It is stated that products sold under the trademark PURPLLE have met with sustained and unprecedented commercial success. Turnover under the mark has risen from Rs. 10,034.99 Lakhs in the financial year 2019-2020 to Rs. 40,190.69 Lakhs in the financial year 2024-2025 and promotional expenditure over the same period has grown from Rs. 1,900.26 Lakhs to Rs. 15,105.16 Lakhs. The figures are as follows:-

SALES DATA

Year	Turnover (Rs. in Lakhs)
2019 - 2020	Rs. 10,034.99 Lakhs
2020 - 2021	Rs. 8,678.26 Lakhs
2021 - 2022	Rs. 12,718.93 Lakhs
2022 - 2023	Rs. 18,923.92 Lakhs
2023 - 2024	Rs. 23,415.73 Lakhs
2024 - 2025	Rs. 40,190.69 Lakhs

PROMOTIONAL EXPENSES

Year	Promotional Expenses (Rs. in Lakhs)
2019 - 2020	Rs. 1,900.26 Lakhs
2020 - 2021	Rs. 3,650.83 Lakhs
2021 - 2022	Rs. 5,605.20 Lakhs
2022 - 2023	Rs. 15,637.66 Lakhs
2023 - 2024	Rs. 14,091.11 Lakhs
2024 - 2025	Rs. 15,105.16 Lakhs

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34. It is stated that Plaintiff has been vigilant in safeguarding its intellectual property rights, having initiated trademark oppositions against similar applications and instituted commercial suits, in which it has succeeded. Orders and judgments in favour of the Plaintiff have been passed by this Court in C.O.(COMM.IPD-TM) 212/2024 and C.O.(COMM.IPD-TM) 213/2024, ***Manash Lifestyle Private Limited v. Viraj Harjai & Anr.***, on 10.03.2025 and in CS(COMM) 704/2024, ***Manash Lifestyle Private Limited v. PURPLLE.LIVE & Ors.***, on 21.08.2024, as also by District Courts at Delhi in CS(COMM) 143/2024, CS(COMM) 416/2025, CS(COMM) 86/2026, CS(COMM) 275/2026 and CS(COMM) 352/2026, extracts whereof are set out in paragraph 22 of the plaint.

35. It is stated that Plaintiff's trademark PURPLLE has come to be associated solely and exclusively with the Plaintiff and has acquired substantial goodwill, reputation and distinctiveness amongst members of the public and consumers. Plaintiff has over a long period of time, continuously and extensively used the mark PURPLLE in relation to its beauty and personal-care business, including through its online platforms and physical retail stores across India, resulting in the mark acquiring significant recognition and a strong association with the Plaintiff. The extensive use, commercial presence and public recognition of the mark PURPLLE have resulted in the said mark becoming distinctive of the Plaintiff and its business.

36. It is stated that Defendant No. 1 arrayed as John Doe/Ashok Kumar, is a person presently unknown to Plaintiff, who operates the impugned Facebook page/account, the associated WhatsApp Business Account and

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mobile number +91 87773 91694. Defendant No. 2/Meta Platforms, Inc. operates the Facebook platform, Defendant No. 3/WhatsApp LLC operates the WhatsApp platform, Defendant No. 4/Reliance Jio Infocomm Limited is the telecom service provider in respect of the said mobile number and Defendant No. 5/Truecaller International LLP operates the Truecaller service on which the said number is displayed as "Purplle Store".

37. It is stated that in August, 2026, in the course of online surveillance, representatives of Plaintiff came across an impugned advertisement dated 12.08.2026 being circulated on Facebook through a page/account operating under the name "PURPLLE" and bearing the logo purplle. The impugned advertisement is headed "PURPLLE - 2026 FRANCHISE OPPORTUNITY" and carries the representation "Turn Your Business Vision into a Growing Beauty Retail Opportunity" and holds out that the "Purplle Franchise Opportunity 2026" is designed for entrepreneurs and business investors seeking to explore opportunities in the growing beauty and personal-care retail market of India. The impugned advertisement further incorporates multiple photographs depicting the interiors and exteriors of genuine PURPLLE retail stores of Plaintiff, reproduced without its knowledge, consent or authorisation. The impugned advertisement, available at https://www.facebook.com/124248771228 5811/posts/1246291231905459/?rdid=CewL4b2zACNbdJW8#, is as follows:-

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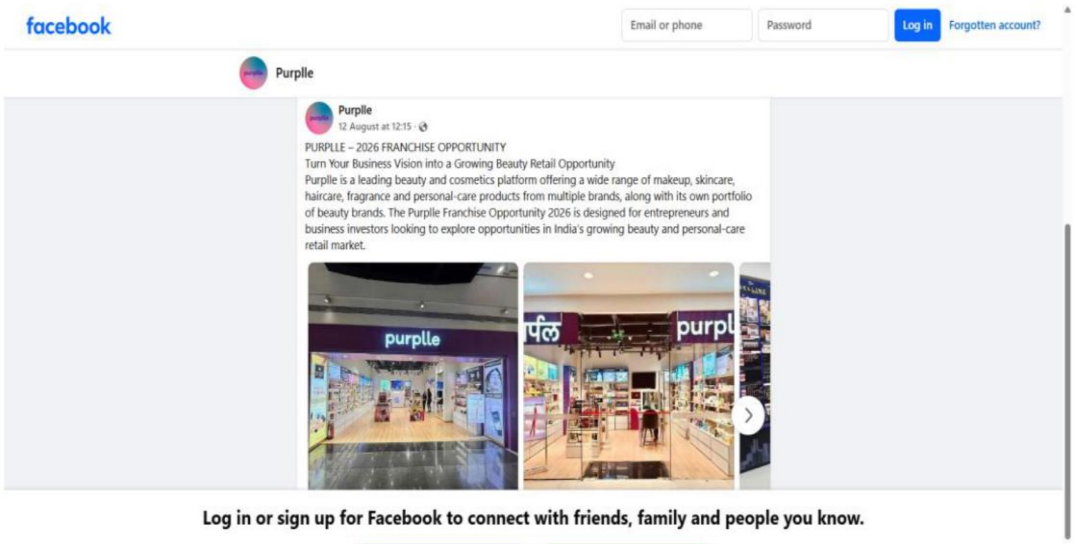

38. It is stated that Plaintiff has neither launched nor commenced nor authorised any franchise programme of the nature so represented and has not authorised Defendant No. 1 or any other person to use the registered trademark PURPLLE, its logo purplle, its retail store photographs or any other material for the purpose of soliciting franchise applications or investments.

39. It is stated that the impugned advertisement provides a direct route to WhatsApp linked to mobile number +91 87773 91694, operated on the platform of Defendant No. 3, thereby enabling prospective applicants to communicate directly with Defendant No. 1. The impugned WhatsApp Business Account is also operated under the name "PURPLLE" using the registered trademark, logo purplle and visual identity of Plaintiff and contains a catalogue entry described as "Purplle Store Franchise", under which the purported franchise is offered for a consideration of Rs. 15,00,000/-, with an amount of Rs. 30,00,000/- displayed as the earlier price

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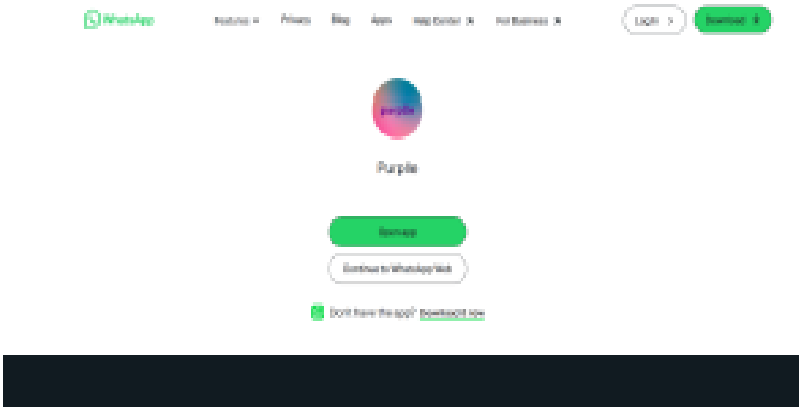
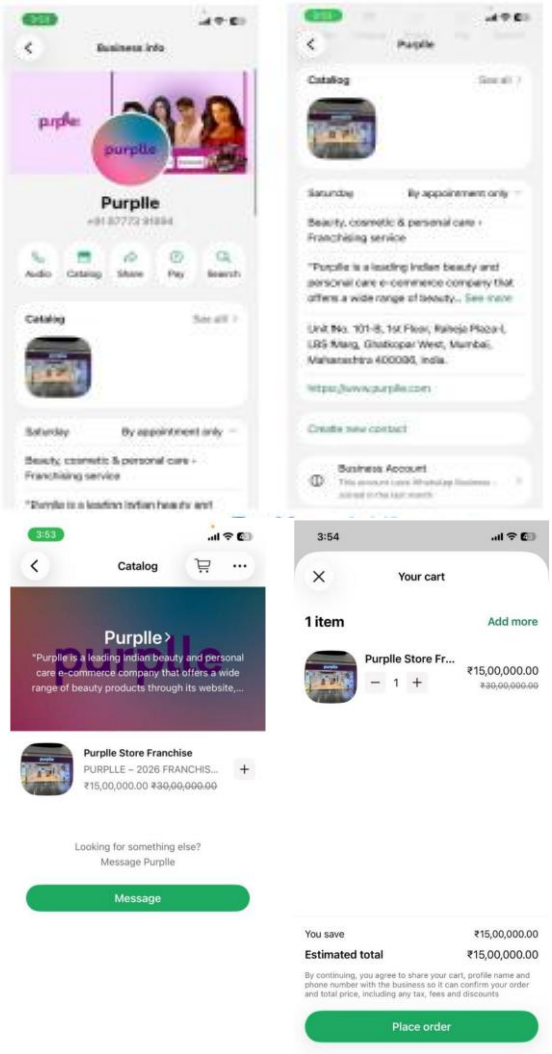
and struck through, as follows:-



[redacted]

Link: https://api.whatsapp.com/send?phone=918777391694



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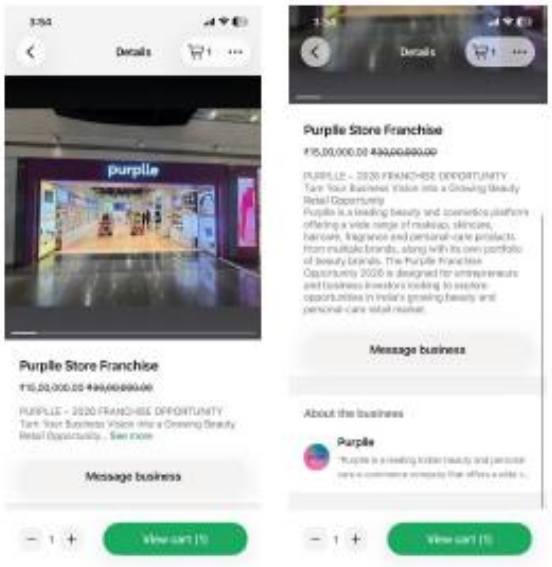

40. It is stated that upon communicating with the said account, the person operating it responded under the description "Team Purplle" and called upon the prospective applicant to furnish Full Name, Mobile Number, Email Address, Complete Residential and Business Address, State, PIN Code, Proposed Franchise Location and Business Experience. Upon a representative of Plaintiff, posing as a prospective applicant, furnishing Lajpat Nagar, New Delhi as the proposed franchise location, Defendant No. 1 expressly represented that "area and PIN code verification" had been completed successfully, that the proposed dealership location was "eligible to proceed further" and that the next stage of the process was "document verification", calling upon the applicant to furnish valid documents at the earliest.

41. It is stated that the impugned WhatsApp Business profile holds itself out as "Purplle (Manash Lifestyle)" and displays, under its Grievance Officer Information, the name "Pawan Kumar" along with the official email address of Plaintiff, info@purplle.com. Although a person of that name is associated with the organisation of Plaintiff, he has no role whatsoever in its

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store or franchise operations. The adoption of the name of a genuine person associated with Plaintiff and of its official email address is wholly unauthorised and appears to have been deliberately resorted to in order to lend credibility to the fraudulent operation.

42. It is stated that upon verification of mobile number +91 87773 91694 through the Truecaller application operated by Defendant No. 5, the said number is displayed under the name "Purplle Store" accompanied by the logo purplle, with the network/service provider identified as Jio. Neither the said number nor the identification has been authorised by Plaintiff and any person verifying the number through Truecaller would be led to believe that it is legitimately associated with a PURPLLE store and/or an authorised PURPLLE representative. The Truecaller profile is as follows:-



43. It is stated that Plaintiff reported the impugned Facebook advertisement to Defendant No. 2 on 22.08.2026 through the reporting

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mechanism provided on the platform, specifically bringing to its notice the unauthorised use of the registered trademark PURPLLE and the fraudulent representation of a purported franchise opportunity. The complaint was acknowledged with the status "Report received" and thereafter "Awaiting review", however no effective action for removal, disabling or blocking of the impugned advertisement or the associated account has followed and the impugned content continues to remain accessible to members of the public. Plaintiff was consequently constrained to issue a Public Cautionary Notice on its official Facebook page on 31.08.2026, informing members of the public that it does not offer any franchise or dealership opportunities for PURPLLE stores and cautioning them against sharing personal or financial information with or transferring funds to unauthorised persons holding out such opportunities in its name.

44. Learned counsel for the Plaintiff submits that the adoption and use of the identical mark PURPLLE by Defendant No. 1, as the principal and dominant identifier of the purported franchise opportunity, amounts to infringement within the meaning of Sections 29(1) and 29(2) of the Trade Marks Act, 1999, the use being commercial and in the course of trade and neither incidental nor descriptive. The reproduction of the registered artistic works of Plaintiff and of the photographs of its genuine stores, which were created and published through its official social media accounts and Google Business Profiles, amounts to infringement of copyright under Section 51 read with Section 14 of 1957 Act. The deliberate combination of the registered mark, the logo, the genuine store photographs and the official email address of Plaintiff with the false descriptions "Team Purplle" and "Purplle (Manash Lifestyle)" constitutes a misrepresentation

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as to origin, source and commercial affiliation and amounts to passing off.

45. It is urged that the conduct of Defendant No. 1 has progressed well beyond mere use of a mark and extends to actual solicitation, collection of personal and business particulars, purported verification of a proposed franchise location and progression of an application towards document verification, in respect of which a consideration of Rs. 15,00,000/- was sought. Any member of the public deceived by the impugned representations may reasonably attribute the collection of monies and the consequences of the purported transaction to Plaintiff, thereby causing damage to its goodwill which cannot be compensated in monetary terms. The injury is continuing and is aggravated with every further view, circulation or communication of the impugned material and Plaintiff has no means of ascertaining the number of persons who may already have been approached or deceived.

46. It is urged that Defendants No. 2 to 5 are necessary and proper parties, Defendant No. 2 for removal, disabling and blocking of the impugned Facebook page, advertisement and connected content and for disclosure of information which may assist in identifying Defendant No. 1, Defendant No. 3 for deactivation of the impugned WhatsApp Business Account and for like disclosure, Defendant No. 4 for blocking or suspension of the impugned mobile number, insofar as permissible in accordance with law and for furnishing KYC and subscriber particulars and Defendant No. 5 for removal of the false identification of the said number as "Purplle Store" and of the unauthorised display of the purplle logo in connection therewith.

47. Having heard learned counsel for the Plaintiff, I am of the view that Plaintiff has made out a *prima facie* case for grant of *ex parte* ad interim

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injunction against the Defendants. Balance of convenience lies in favour of the Plaintiff and it is likely to suffer irreparable harm in case the interim injunction, as prayed for, is not granted.

48. Plaintiff is the registered proprietor of the trademark PURPLLE, holding 62 registrations across several Classes, the earliest dating back to 19.12.2014 and is the owner of copyright in the registered artistic works comprised in its logos. PURPLLE is a widely recognised beauty and personal-care brand in India, as is evident from its Unicorn valuation of approximately USD 1.1 billion, from its placement in several independent industry rankings and from a following running into millions across social media platforms. The turnover figures, rising from Rs. 10,034.99 Lakhs in the financial year 2019-2020 to Rs. 40,190.69 Lakhs in the financial year 2024-2025 read alongside promotional expenditure aggregating Rs. 55,990.22 Lakhs over the same six years, are reflective of the formidable goodwill and reputation that Plaintiff has built in the mark. It also bears notice that in ***Viraj Harjai (supra),*** this Court held that the depiction of the word PURPLLE with the addition of a second letter 'L' results in an arbitrary formation of a mark, so that adoption of the same by a third party in the manner in which Plaintiff has adopted it would amount to a dishonest adoption.

49. Defendant No. 1 has adopted the identical mark PURPLLE together with the logo, the genuine store photographs and the official email address of Plaintiff, not in any incidental or isolated manner but as the central identifier of a purported franchise programme offered for substantial monetary consideration. It is *prima facie* evident that Defendant No. 1 is infringing the registered marks of the Plaintiff and also attempting to pass

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off its goods as those of the Plaintiff. This is causing irreparable injury and harm to the formidable goodwill and reputation of the Plaintiff. A comparison of the registered marks of Plaintiff with the reproduction and use by Defendant No. 1 is as follows:-

Registered Trade Marks of Plaintiff	Reproduction and Use by Defendant No. 1
purplle	
purplle.com PURPLLE	

50. Accordingly, till the next date of hearing Defendant No. 1 and all others acting on its behalf are restrained from launching, operating, offering, soliciting, advertising, marketing, promoting and/or in any manner carrying on any purported franchise, dealership, distributorship or business opportunity under the name 'PURPLLE', 'Purplle Store Franchise', 'Team Purplle', 'Purplle (Manash Lifestyle)' and/or any other identical or deceptively similar name, trademark, trade name or identity to that of Plaintiff's registered trademarks PURPLLE and logos purplle and purplle, amounting to infringement of trademarks and/or passing off.

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51. Till the next date of hearing, Defendant No. 1 and all others acting on its behalf are restrained from reproducing, copying, adopting, using or displaying the trademark PURPLLE and logos  and  of Plaintiff, stylized representation, registered artistic works, branding elements, genuine photographs of the stores of Plaintiff, official business identity, trade indicia and other proprietary material of Plaintiff or any other logo, artistic representation, photograph or commercial *indicia* identical and/or deceptively similar thereto, including on Facebook, WhatsApp and/or any other social media, digital or online platform, in relation to any franchise, dealership, distributorship, business opportunity, promotional material, advertisements, Facebook account/page, Facebook advertisement, WhatsApp account, WhatsApp Business profile, WhatsApp catalogue, WhatsApp communications or any other commercial activity.

52. Defendant No. 2/Meta Platforms, Inc. shall take down the URL https://www.facebook.com/1242487712285811/posts/1246291231905459/?rdid=CewL4b2zACNbdJW8# within 36 hours from the date of receipt of copy of this order as also disclose the BSI and IP log details to the Plaintiff in a password protected document within four weeks from today. Compliance affidavit shall be filed within six weeks from today.

53. Defendant No. 3/WhatsApp, LLC shall suspend the WhatsApp account linked with mobile number +91 87773 91694 within 36 hours from the date of receipt of copy of this order and file compliance affidavit within four weeks. Defendant No. 3 shall disclose registration details, IP address, login details, account creation details and payment and advertising information connected to the said mobile number to the Plaintiff within four weeks from today in a password protected document.

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54. Defendant No. 4/Reliance Jio Infocomm Limited shall block mobile number +91 87773 91694 within 36 hours from the date of receipt of copy of this order. It shall also provide the KYC/subscriber/registration and identification particulars, to the extent available, in respect of the said mobile number to the Plaintiff in a password protected document within six weeks from today. Compliance affidavit shall be filed within eight weeks from today.

55. Defendant No. 5/Truecaller International LLP shall take down the listing at page 68 of the plaint with the images, within 36 hours from the date of receipt of copy of this order and file compliance affidavit within four weeks.

56. Plaintiff shall comply with provisions of Order XXXIX Rule 3 CPC within a period of two weeks from today.

JYOTI SINGH, J

SEPTEMBER 15, 2026
S.Sharma

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