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

+ **CS(COMM) 1322/2025 & I.A. 30992-96/2025**

SALMAN KHAN

.....Plaintiff

Through: Mr. Sandeep Sethi, Sr. Advocate with
Mr. Nizam Pasha, Mr. Parag
Khandhar, Ms. Chandrima Mitra, Mr.
Krishan Kumar, Mr. Sidharth
Kaushik, Mr. Tapan, Ms. Zara
Dhanbhira, Ms. Charu Sharma, Ms.
Shreya Sethi and Mr. Krisna
Gambhir, Advocates

versus

ASHOK KUMAR/JOHN DOE & ORS.

.....Defendants

Through: Mr. Ankit Parhar and Mr. Abhishek
Kumar, Advocates for D-2
Mr. Aditya Gupta, Advocate for D-4
Mr. Madhav Khosla, Advocate for
D-6
Ms. Aishwarya Kane, Mr. Shivansh
Tiwari and Mr. Yash Raj, Advocates
for D-21

CORAM:

HON'BLE MS. JUSTICE MANMEET PRITAM SINGH ARORA

ORDER

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11.12.2025

I.A. 30996/2025 (for exemption from filing legible, clear documents)

1. This is an application under Section 151 of Code of Civil Procedure, 1908 ['CPC'] filed on behalf of the Plaintiff for exemption from filing legible, clear, typed copies of the documents.
2. Subject to the Plaintiff filing legible, clear, typed copies of the



documents within a period of thirty (30) days from today, exemption is granted for the present, failing which, the Plaintiff will not be entitled to rely upon these documents.

3. Accordingly, the application is disposed of.

I.A. 30995/2025 (for exemption from filing original/certified documents)

4. This is an application under Section 151 of CPC filed on behalf of the Plaintiff seeking exemption from filing original/certified copies of the documents.

5. Original documents shall be produced/filed at the time of Admission/Denial, if sought, strictly as per the provisions of the Commercial Courts Act, 2015 and the Delhi High Court (Original Side) Rules, 2018.

6. The typed and/or fair copies of the illegible documents be filed within four (4) weeks, failing which the Plaintiff will not be entitled to rely upon the said documents.

7. Accordingly, the application stands disposed of.

I.A. 30994/2025 (seeking permission to file lengthy list of dates)

8. This is an application filed under Section 151 of CPC on behalf of the Plaintiff seeking permission to file lengthy list of dates and synopsis.

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

10. Accordingly, the applications stand disposed of.

I.A. 30993/2025 (seeking exemption from pre-institution mediation)

11. This is an application filed under Section 12A of the Commercial Courts Act, 2015 read with Section 151 CPC filed on behalf of the Plaintiff seeking exemption from instituting pre-litigation mediation.

12. Having regard to the facts that the present suit contemplates urgent



interim relief and in light of the judgement of the Supreme Court in **Yamini Manohar v. T.K.D. Keerthi**¹, exemption from the requirement of pre-institution mediation is granted to the Plaintiff.

13. Accordingly, the application stands disposed of.

CS(COMM) 1322/2025

14. The present suit has been filed seeking permanent injunction restraining misappropriation of personality and/or publicity rights, infringement of trademark, copyright, performer's rights, passing off and other ancillary reliefs against Defendants.

15. The website www.redbubble.com has been impleaded as Defendant No. 29 on the oral prayer of the Plaintiff.

16. Mr. Sandeep Sethi, learned senior counsel for the Plaintiff states that advance service has been affected on all the Defendants, except Defendant No. 1 i.e., Ashok Kumar/John Doe. He states that Defendant No. 9, 15, 16, 22, 24, 26, 27 and 29 are identified infringing Defendants.

17. Let the plaint be registered as a suit.

18. Summons be issued to Defendant Nos. 9, 15, 16, 22, 24, 26, 27 and 29 ['infringing Defendants'] through speed post and e-mail, upon filing of process fee. Affidavit of service(s) be filed within one (1) week.

19. Summons shall state that the written statement(s) shall be filed within thirty (30) days. Along with the written statement(s) the Defendants shall also file affidavit(s) of admission/denial of the documents filed by the plaintiff, failing which the written statement(s) shall not be taken on record.

20. The Plaintiff is at liberty to file replication thereto within thirty (30) days after filing of the written statement(s). The replication shall be

¹ (2024) 5 SCC 815



accompanied by affidavit of admission/denial in respect of the documents filed by Defendants, failing which the replication shall not be taken on record.

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

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

23. Upon perusal of the plaint, Defendant Nos. 2 to 8, 10 to 14, 17 to 21, 23, 25, and 28 appear to have been impleaded as ‘proforma Defendants’ in the suit for removing infringing links and ensuring compliance of the Court’s directions. Since they are proforma Defendants, no summons is being issued to the said Defendants. The said Defendants, therefore, do not have to file written statements. However, in case subsequently it is observed that the said Defendants are asserting a position which is adversarial to the Plaintiff in these proceedings, summons will be issued to them.

The directions for compliance *qua* said proforma Defendants have been issued in I.A. 30992/2025.

24. List before the learned Joint Registrar (J) for completion of service and pleadings, marking of exhibits and admission/denial of documents on **23.01.2026**.

25. List before the Court on **18.05.2026**.

I.A. 30992/2025 (Under Order XXXIX Rule 1 and 2 CPC)

26. This is an application filed under Order XXXIX Rules 1 & 2 CPC on behalf of the Plaintiff seeking ad-interim injunction against the Defendants.

27. Mr. Sandeep Sethi, learned senior counsel for the Plaintiff has set up the case of the Plaintiff as under:



27.1. The Plaintiff, Mr. Salman Khan, is an acclaimed and commercially successful actor of the Indian film Industry, with a career spanning over three [3] decades.

27.2. Besides being an actor, the Plaintiff is a philanthropist and entrepreneur. The Plaintiff is the owner of the trademark 'Being Human', which is also associated with works carried out by the Plaintiff's charitable trust namely 'Being Human – The Salman Khan Foundation'. It is stated that various merchandises are manufactured under the 'Being Human' trademark.

The Plaintiff also has a trademark registration under Class 43 for his personal name i.e., 'SALMAN KHAN'. A list of the Plaintiff's various trademark registrations and trademark applications are mentioned at paragraph 21(C)(v) of the plaint.

27.3. The Plaintiff has acted in over 100 films including numerous critically and commercially acclaimed blockbuster films across diverse genres. The Plaintiff has connected with audiences across traditional and digital markets and is a brand endorser for various popular brands across sectors, who have availed his services for promoting their products, services, and their own brands. A list of the brands which the Plaintiff is endorsing is mentioned at paragraph '15' of the plaint.

27.4. The Plaintiff has been honored with numerous awards for his contribution to Indian cinema, including multiple Filmfare Awards. The Plaintiff also owns a production company namely 'Salman Khan Ventures Private Limited' and as a producer he has won multiple National Film Awards.

27.5. The Plaintiff's extensive fan-following on social media platforms like



Facebook [51 million followers], Instagram [71.1 million followers] and X [45.5 million followers] further demonstrates the distinctiveness and exclusive public association of his name, image and persona.

27.6. It is stated that the Plaintiff enjoys personality rights over all facets of his persona, including his name, voice, likeness and image. It is stated that these rights entitle him to control the commercial use of such attributes and no third-party may use, imitate or exploit any of these attributes without the Plaintiff's express authorization.

27.7. The Plaintiff's image, photograph, and likeness, widely disseminated through films, shows and advertisements, are immediately and uniquely associated with the Plaintiff and no one else.

27.8. It is stated that the Plaintiff's rights in the subject matter of the present suit encompass: (a) personality and publicity rights protected under Articles 19 and 21 of the Constitution of India; (b) moral rights recognized under Section 38, 38A and 38B of the Copyright Act, 1957; (c) common law rights against passing off and misappropriation; and (d) statutory trademark rights conferred under the Trade Marks Act, 1999.

28. The Defendants and their infringing activities and/or status as proforma Defendants, as provided by the learned senior counsel for the Plaintiff, have been specified in the table below: -

| Sl. No. | Defendants | Infringing Activities |
|---------|---|---|
| 1. | Defendant No. 1 | <ul style="list-style-type: none">• John Doe/Ashok Kumar |
| 2. | Defendant No. 2 – 'X' (previously known as Twitter) | <ul style="list-style-type: none">• X accounts impersonating the Plaintiff to show association with the Plaintiff (including fan pages)• X accounts infringing the registered trademark of the Plaintiff |
| 3. | Defendant No. 3 – Meta Platforms Inc. | <ul style="list-style-type: none">• Facebook account spreading fake news about the Plaintiff• Instagram account with content which |



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| | | <p>can influence the trial / case relating to the Plaintiff</p> <ul style="list-style-type: none">• Facebook account with disparaging remarks targeting the Plaintiff |
| 4. | Defendant No. 4 – Google LLC | <ul style="list-style-type: none">• Applications on Google Play misusing the personality / features of the Plaintiff with wallpapers, stickers etc. of the Plaintiff• Artificial Intelligence generated videos of the Plaintiff on ‘YouTube’ which are disparaging in nature / not in good taste• GIFs on the platform ‘Tenor’ which misuse the image/works of the Plaintiff |
| 5. | Defendant No. 5 – Apple Inc. | <ul style="list-style-type: none">• Application on the platform of Defendant No. 5 allowing a game to be downloaded which misuses the image/name etc. of the Plaintiff |
| 6. | Defendant No. 6 – Telegram FZ LLC | <ul style="list-style-type: none">• Account impersonating the Plaintiff on the platform of Defendant No. 6 |
| 7. | Defendant No. 7 – Nice Gram | <ul style="list-style-type: none">• A channel/web page misusing the image and name of the Plaintiff which leads to a ‘BOT’ on ‘Telegram’ / Defendant No. 6 |
| 8. | Defendant No. 8 – Etsy Inc. | <ul style="list-style-type: none">• Online marketplace unauthorizedly selling merchandise like T-shirts, posters etc. using the name/image/personality of the Plaintiff |
| 9. | Defendant No. 9 – Blue Clover | <ul style="list-style-type: none">• Online marketplace unauthorizedly selling T-shirts using the name/image/personality of the Plaintiff |
| 10. | Defendant No. 10 – Amazon India | <ul style="list-style-type: none">• Online marketplace unauthorizedly selling T-shirts using the name/image/personality of the Plaintiff |
| 11. | Defendant No. 11 –Amazon Registrar Inc. | <ul style="list-style-type: none">• Registrar of website www.redbubble.com which is unauthorizedly selling merchandise using the name/image/personality of the Plaintiff |
| 12. | Defendant No. 12 – Flipkart Internet Private Limited | <ul style="list-style-type: none">• Online marketplace unauthorizedly selling merchandise like cups, mugs etc. using the name/image/personality of the Plaintiff |
| 13. | Defendant No. 13 – Ebay Inc. | <ul style="list-style-type: none">• Online marketplace unauthorizedly selling merchandise using the name/image/personality of the Plaintiff |



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| 14. | Defendant No. 14 – Ubuy Co. | <ul style="list-style-type: none">Online marketplace unauthorizedly selling the cutouts of the Plaintiff thereby misusing the Plaintiff's image / features etc. |
| 15. | Defendant No. 15 – Celebrity Cutouts | <ul style="list-style-type: none">Online marketplace unauthorizedly selling the cutouts of the Plaintiff thereby misusing the Plaintiff's image / features etc. |
| 16. | Defendant No. 16 – VIP Cutouts | <ul style="list-style-type: none">Online marketplace unauthorizedly selling the cutouts of the Plaintiff thereby misusing the Plaintiff's image / features etc. |
| 17. | Defendant No. 17 – West 263 International Pvt. Ltd | <ul style="list-style-type: none">Registrar of website https://www.gameplaycityuk.com/ unauthorizedly selling merchandise using the name/image/signature/personality of the Plaintiff |
| 18. | Defendant No. 18 – Name Cheap Inc. | <ul style="list-style-type: none">Registrar of the following websites, which by the use of AI, misuse the personality of the Plaintiff including the Plaintiff's image, voice etc.<ul style="list-style-type: none">- https://www.decohere.ai/chars/salman-khan- https://www.imagineanything.ai/en/content/10415901- https://journeyaiart.com/tag/Salman-Khan- https://www.fineshare.com/online-voice-changer/salman-khan.html- https://www.vocalize.fm/voices/8441- https://www.talkie-ai.com/chat/salman-khan-74664453910607 |
| 19. | Defendant No. 19 – Cloudflare Inc. | <ul style="list-style-type: none">Registrar of the website https://neural.love/, which by the use of AI, misuses the personality of the Plaintiff including the Plaintiff's image |
| 20. | Defendant No. 20 – GoDaddy India Web Services Private Limited | <ul style="list-style-type: none">Registrar of the following websites which misuse the personality of the Plaintiff including by misuse of his name, image and by way of cybersquatting<ul style="list-style-type: none">- http://salmankhanholics.com/ - cybersquatting |



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| | | <ul style="list-style-type: none">• https://www.salmankhanventures.com/ - cybersquatting• https://covers.ai/generator?type=speech&voiceName=by-id%3A7294c59f-e015-4173-b8e5-5895a47a0932 – misuse of the Plaintiff’s voice and image by using AI• https://www.zedge.net/wallpapers/74ac0618-d83f-49dd-af33-de47f2328e7f - misuse of the Plaintiff’s image by using AI• https://indianmemetemplates.com/?s=salman+khan – Provides downloadable images of the Plaintiff to be used as a meme template. |
| 21. | Defendant No. 21 – Porkbun LLC | <ul style="list-style-type: none">• Registrar of the website https://voicedub.ai/ which allows misuse of the Plaintiff’s voice using AI |
| 22. | Defendant No. 22 – Perfect Privacy LLP | <ul style="list-style-type: none">• Registrant/owner of website www.wallpapercaves.com which provides for download, wallpapers featuring the image of the Plaintiff |
| 23. | Defendant No. 23 – Public Domain Registry | <ul style="list-style-type: none">• Registrar of website https://www.filmibeat.com/ which provides for download, wallpapers featuring the image of the Plaintiff |
| 24. | Defendant No. 24 – News Hour Productions | <ul style="list-style-type: none">• Owner of the website https://rb.celebshow247.com/#google_vignette which is spreading fake news regarding the Plaintiff |
| 25. | Defendant No. 25 – Pinterest Inc. | <ul style="list-style-type: none">• Owner of platform https://in.pinterest.com/ which has image of the Plaintiff which is disparaging in nature |
| 26. | Defendant No. 26 – Sticker.ly | <ul style="list-style-type: none">• Website featuring GIFs which misuse the image/videos of the Plaintiff thereby infringing the Plaintiff’s personality rights |
| 27. | Defendant No. 27 – Giphy | <ul style="list-style-type: none">• Website featuring GIFs which misuse the image/videos of the Plaintiff thereby infringing the Plaintiff’s personality rights |
| 28. | Defendant No. 28 – IONOS SE | <ul style="list-style-type: none">• Registrar of the website https://salmankhan.fr/ which misuses the |



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| | | personality of the Plaintiff by way of cybersquatting |
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Submissions on behalf of the Plaintiff

29. Mr. Sandeep Sethi, learned senior counsel for the Plaintiff states that most of the Defendants that are misusing the personality and/or publicity rights of the Plaintiff and are doing so clandestinely and surreptitiously without the Plaintiff's authorization and without a clear disclosure of their names, address and other details. Hence, Defendant No. 1 has been arrayed as 'Ashok Kumar' based on the 'John Doe' principle applicable in India.

Infringement through mobile applications

29.1. He states that there are unauthorized mobile applications available for download on various digital platforms and app stores, including but not limited to App Store operated by Defendant No. 5/Apple Inc., to attract public attention and thereby misappropriate the commercial and proprietary value of the Plaintiff's identity as well as mislead consumers into believing in a false association with the Plaintiff. He states that the Defendants engaged in these infringing activities are unknown person(s)/entity arrayed as Defendant No. 1 and the infringing applications/Apps are available on the platforms of Defendant Nos. 4 and 5.

Infringement through merchandise

29.2. He states that there are several dishonest traders and sellers found selling merchandise that prominently utilize various aspects of the Plaintiff's personality and the trademarks owned by the Plaintiff without any due authorization. He states that the said sellers are physically affixing the name and image of the Plaintiff on products and merchandise that they engage in manufacture and sale with the sole aim to unlawfully show a nexus or



affiliation with the Plaintiff so as to boast their illegitimate profits. He states the Defendants engaged in these infringing activities are Defendant Nos. 1, 9, 15 and 16 on the e-commerce platforms of Defendant Nos. 8, 10, 12, 13, 14. He states that there are certain websites [registrant details whereof are not known] and therefore, their DNRs Defendant Nos. 11 and 17 have been arrayed. He states the newly impleaded Defendant No. 29 is also engaged in these infringing activities.

Infringement through false and fake news

29.3. He states that some of the Defendants are spreading false, fabricated and derogatory content including fake news regarding the Plaintiff, which consists of Plaintiff's images, photograph and name/ abbreviations with an intention of defaming/harming the goodwill and reputation enjoyed by the Plaintiff. He states that the Defendants engaged in these infringing activities are Defendant Nos. 1 on the platform of Defendant No. 3; as well as Defendant No. 24 itself.

Infringement through illegal use of Artificial Intelligence ['AI']

29.4. He states that the Plaintiff's personality attributes specially his voice [as chatbots] and image are being utilized by unknown Defendants to generate illicit profits with the aim to show their association with the Plaintiff, and to gain fame amongst the public, at the cost of Plaintiff's reputation and goodwill.

He states that these violations are occurring on the websites [registrant details whereof are not known] of which Defendant Nos. 18 to 21 and 23, are the concerned Domain Name Registrars ['DNRs'] as well as on the website owned by Defendant No. 22 itself. These persons are infringing the personality rights of the Plaintiff and/or are providing a medium/platform,



which is being used by third parties to infringe the personality rights and moral rights of the Plaintiff.

Infringement through Graphical Interchange Formats [‘GIFs’], Memes and Stickers

29.5. He states that some of the Defendants are creating and/or enabling third parties to create images and audio-video clips, GIFs, memes and stickers, which are exploiting various aspects of the Plaintiff’s personality. It is stated that such actions infringe the personality rights of the Plaintiff, since there is no authorization and/or consent obtained from the Plaintiff for using attributes of his Personality. He states the persons/entities engaged in these infringing activities are Defendant No. 1 on the social media platforms of Defendant Nos. 3, 4, 25. He states that similarly Defendant Nos. 26 and 27 are engaged in these infringing activities itself.

Infringement through fake profiles and cybersquatting

29.6. He states that several fake profiles/social media accounts are created on the social media platforms controlled by Defendant Nos. 2, 3, 6, and 7.

29.7. He states an unknown entity with the apparent intention of cybersquatting has registered the domain names <https://salmankhan.fr/> [of which Defendant No. 28 is the concerned DNR] as well as domain names <http://salmankhanholics.com/> and <https://www.salmankhanventures.com/> [of which Defendant No. 20 is the concerned DNR]. He states that the registrants details are not known.

29.8. He states that all the aforementioned activities amount to an infringement of the Plaintiff’s personality rights, publicity rights, and breach of privacy. He states that such illegal and dishonest acts are causing immense commercial harm to the Plaintiff and a dilution of his goodwill and



reputation.

29.9. He states that aggrieved by such unauthorized and illegal acts; the Plaintiff has filed the captioned suit along with the interim injunction application.

Directions

30. This Court has heard the learned counsel for the parties and has perused the record.

31. The Plaintiff is a known public figure with a distinguished career of over three [3] decades, during which his name, image, voice and likeness have acquired distinctiveness and high commercial value.

He has established immense goodwill and reputation over the years and has been the face of various reputed brands across consumers segments. The Plaintiff has millions of followers across various social media platforms, which demonstrates the strong public association uniquely tied to his identity among the Indian as well as international populace. Additionally, the Plaintiff has also got his personal name and its variations registered as trademark under various classes.

32. On the basis of the assertions made in the plaint and perusal of documents filed on record, this Court is of the prima facie view that the Plaintiff is a well-known face in India, who has gained immense goodwill and reputation over a course of a successful career and has acquired a celebrity status in India.

33. In view of the law settled in **D.M. Entertainment Vs. Baby Gift House**², **Anil Kapoor Vs. Simply Life India & Ors.**³, and **Jaikishan Kaku**

² MANU/DE/2043/2010

³ 2023 SCC Online Del 6914 [Paragraph Nos. 38 to 40]



Bhai Sarf Alias Jackie Shroff Vs. The Peppy store and Ors.⁴ there can be no dispute that this status inherently grants the Plaintiff proprietary rights over his personality and associated attributes.

34. Therefore, prima facie, the Plaintiff's personality traits and/or parts thereof, including the Plaintiff's name, likeness, voice, and image are protectable elements of the Plaintiff's personality rights. The Plaintiff is entitled to seek injunction against the use of his personality rights by third parties for selling merchandise for their commercial gains, without his authorisation as well as use of his personality attributes to spread false/fake news which defame/harm the goodwill and reputation of the Plaintiff.

35. The balance of convenience lies in favour of the Plaintiff, and the continuing availability of the infringing content would cause irreparable injury to the Plaintiff. The Plaintiff has therefore, made out a case for ex-parte ad-interim injunction against the infringing Defendants.

36. In the meantime, until the next date of hearing , following directions are hereby issued : -

- a. **Defendant Nos. 9, 15, 16, 22, 24, 26, 27, 29 and 1/Ashok Kumar**, 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 are restrained 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 using the Plaintiff's (a) name i.e., 'Salman Khan', (b) images, (c) likeness, (d) voice; and (e)

⁴ 2024 SCC Online Del 3664.



trademarks owned by the Plaintiff, which are exclusively identifiable with the Plaintiff for any commercial and/or personal gain and/or otherwise by exploiting them in any manner whatsoever without the Plaintiffs consent and/or authorization, through the use of any technology including but not limited to Artificial Intelligence, Generative Artificial Intelligence, Machine Learning, Graphic Interchange Formats and on any mediums and formats, including but not limited to the physical medium and the virtual medium such as websites, mobile apps, etc.

- b. **Defendant No. 5** is directed to take down the impugned mobile application, which unauthorizedly uses the Plaintiff's personal attributes, enlisted in **Annexure A** attached to this order. The said Defendant is also directed to provide the complete **BSI**⁵ details of the owner of the impugned mobile application to the Plaintiff.
- c. **Defendant No. 7** is directed to take down the impugned channel, which unauthorizedly uses the Plaintiff's personal attributes, enlisted in **Annexure A** attached to this order. The said Defendant is also directed to provide the complete BSI details of the owner of the said channel to the Plaintiff.
- d. **Defendant Nos. 9, 15, 16 and 29** are restrained from selling and/or facilitating sale of merchandise, which infringes the personality rights of the Plaintiff. The said Defendants are also directed to delist the impugned goods solicited on their websites, which are infringing personality rights of the Plaintiff and are enlisted in **Annexure A** attached to this order.

⁵ Basic Subscriber Information



In case, Defendant No. 29 fails to act upon the directions of this order, **Defendant No. 11** is directed to lock and suspend the domain name of Defendant No. 29.

- e. **Defendant Nos. 8, 10, 12, 13 and 14** are restrained from selling and/or facilitating sale of merchandise, which infringes the personality rights of the Plaintiff. The said Defendants are directed to delist the products, which are solicited on their respective websites, and are enlisted in **Annexure A** attached to this order.
- f. **Defendant Nos. 17, 18 to 21, 23, and 28** [the concerned DNRs] are directed to suspend and lock the impugned domain names for the website enlisted in **Annexure A** attached to this order. The said Defendants are also directed to provide the complete details [including BSI details] of the registrant(s) of the said domain names including the IP addresses to the Plaintiff.

The Plaintiff will implead the registrants of the infringing websites after it receives the BSI details within one [1] week.

Pending the receipt of the BSI details, the Plaintiff is directed to however file an amended memo of parties enlisting all the websites against which directions have been sought through the DNRs i.e., **Defendant Nos. 17, 18 to 21, 23, and 28**. These websites will be enlisted as Defendant Nos. 30, 31 and so on. The amended memo of parties be filed within one [1] week from today.

- g. **Defendant No. 22** is restrained from publishing/uploading any material, which infringes the personality rights of the Plaintiff and is also directed to take down the URL enlisted in **Annexure A** attached to this order, within one [1] week. In case, Defendant No. 22 fails to



comply with the said directions, Defendant No. 4/Google will reindex the said URL of the said website.

- h. **Defendant No. 24** is restrained from publishing any material, which infringes the personality rights of the Plaintiff and from spreading fake news qua the Plaintiff. The said Defendant is also directed to take down the URLs enlisted in **Annexure A** attached to this order.
- i. **Defendant No. 25** is directed to take down the URL containing the disparaging content, which is enlisted in **Annexure A** attached to this order.
- j. **Defendant Nos. 26 and 27** are restrained from publishing any material, which infringes the personality rights of the Plaintiff and are directed to take down the URLs enlisted in **Annexure A** attached to this order.

37. The concerned Defendants are directed to comply with these directions within 72 hours from the receipt of this Order.

38. If any website/aggrieved party, which is not primarily an infringing party, is blocked/affected in pursuance of this Order, it is permitted to approach the Court by giving an undertaking that it does not intend to do any illegal dissemination of the content, which infringes the personality rights of the Plaintiff and the Court would consider modifying the injunction if the facts and circumstances, so warrant.

IT Rules, 2021

39. Mr. Sandeep Sethi, learned senior counsel for the Plaintiff states that the Plaintiff has perused the directions issued by the Court at paragraph '56' of the order dated 27.11.2025 passed in CS(COMM) 1269/2025 titled **Ajay Alias Vishal Veeru Devgan v. The Artists Planet and Others** and the



directions issued in the order dated 08.12.2025 passed in CS(COMM) 1305/2025 titled **Nandamuri Taraka Rama Rao v. Ashok Kumar and Others.**

40. He states that the Plaintiff has not availed the statutory mechanism of approaching the intermediaries before filing the suit. He states that similar directions be issued to Defendant Nos. 2, 3, 4, and 6 to treat the present plaint as a complaint with respect to the infringing links for redressal of the Plaintiff's grievances, as contemplated under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 ['IT Rules, 2021'].

Directions qua Defendant Nos. 2, 3, 4, and 6

41. The intermediaries/Defendant Nos. 2, 3, 4, and 6 are directed to treat this plaint as a complaint vis-à-vis the infringing Defendants, in accordance with the IT Rules, 2021 as well as their own governing policy; and are directed to take directed to adjudicate the same in accordance with the said IT Rules, 2021, within a period of three (3) days from the uploading of this Order.

42. In case, the said Defendants have any reservation on the infringing links, they shall communicate such reservation along with reasons to the plaintiff within the said period, so that the said issue can be decided in these proceedings on the next date of hearing.

43. Issue notice.

44. Learned counsels appearing on behalf of defendant nos. 2, 4, and 6 accepts notice.

45. Notice be issued to Defendant Nos. 9, 15, 16, 22, 24, 26, 27 and 29 [i.e., infringing Defendants] and to Defendant Nos. 3, 5, 7, 8, 10 to 14, 17 to



21, 23, 25, and 28 [i.e., proforma Defendants] through speed post and e-mail, upon filing of process fee. Affidavit of service(s) be filed within one [1] week.

46. In addition, issue notice through email to Mr. Varun Pathak, Advocate for Defendant No. 3, who ordinarily appears for the said Defendant.

47. Let the notice states that reply be filed within four [4] weeks. Rejoinder, if any, be filed within four [4] weeks thereafter.

48. Compliance of provisions of Order XXXIX Rule 3 CPC be done within ten [10] days from today.

49. List the matter before the learned Joint Registrar (J) on **23.01.2026**.

50. List the matter before the Court on **18.05.2026**.

51. The digitally signed copy of this order, duly uploaded on the official website of the Delhi High Court, www.delhihighcourt.nic.in, shall be treated as a certified copy of the order for the purpose of ensuring compliance. No physical copy of order shall be insisted by any authority/entity or litigant.

MANMEET PRITAM SINGH ARORA, J

DECEMBER 11, 2025/rhc/IB/MG

Uploaded on 13.12.2025



ANNEXURE – A

| <u>Sr. No.</u> | <u>Defendant</u> | <u>Infringing links</u> |
|----------------|---|---|
| 1. | Defendant No. 1 - John Doe/Ashok Kumar | - |
| 2. | Defendant No. 2 – “X” (previously known as Twitter) | <ul style="list-style-type: none">• https://x.com/Salman_KhanAiTR• https://x.com/beingintouch |
| 3. | Defendant No. 3 – Meta Platforms, Inc. | <ul style="list-style-type: none">• https://www.facebook.com/profile.php?id=100091348028697• https://www.facebook.com/photo.php?fbid=162361047255630&id=133215336836868&set=a.135101109981624• https://www.instagram.com/reel/D0s7drmCII/?igsh=ZTFz0TdsZjAxM2R1• https://www.facebook.com/photo.php?fbid=1684711774929089&id=681418711925072&set=a.708172952582981• https://www.facebook.com/permalink.php?storyIbid=pfbid0aAwUnkSXtFXiSrSAQNSaQ77Ztb.1doLFwyVLp3nsYcJ6iiu5Wqt.M9TleRYCrUzG6l&id=61566868976811 |
| 4. | Defendant No. 4 – Google LLC | <ul style="list-style-type: none">• https://tenor.com/en-IN/view/swagat-nahikaroge-humara-gif-24801669• https://tenor.com/en-IN/view/oh-yes-handsomesunglasses-gif-15760305• https://tenor.com/en-IN/view/salman-khan-90s-salman-khan-handsome-salman-khan-yawninggif-11415599451311729213• https://tenor.com/en-IN/view/salman-runningsalman-run-tubelight-happy-gif- |



| <u>Sr. No.</u> | <u>Defendant</u> | <u>Infringing links</u> |
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| | | <p>1979529177478496526</p> <ul style="list-style-type: none">• https://tenor.com/en-IN/view/salman-heroesreactions-lol-smile-gif-17779472852977501896• https://tenor.com/en-IN/view/reacted-reacted-sadcrying-tere-naam-tere-naam-salman-khan-gif-15044118468355209391• https://www.youtube.com/shorts/lTxvr6hB140• https://www.youtube.com/shorts/X49RElchJCQI• https://www.youtube.com/shorts/AnBra0uPufY• https://www.youtube.com/shorts/4frzFopiVtM• https://www.youtube.com/shorts/Z2rXxf6RUpl• https://www.youtube.com/shorts/w_p23dXQCArO• https://www.youtube.com/shorts/Eo9u8AtqPj0• https://www.youtube.com/shorts/xe2wJH7LtTk• https://www.youtube.com/shorts/qvKQDBZ-cxM• https://www.youtube.com/watch?v=wTfTHvpOisbo• https://www.youtube.com/watch?v=QE2wTdNxHk• https://www.youtube.com/watch?v=m4TpMw104S8• https://play.google.com/store/apps/details?id=com.greetings.quotes.hindi.salmankhan&hl=e |



| <u>Sr. No.</u> | <u>Defendant</u> | <u>Infringing links</u> |
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| | | nIN <ul style="list-style-type: none">• https://play.google.com/store/apps/details?id=com.hindi.salmankhan.songs.videos.salmankhanmovies&hl=enIN• https://play.google.com/store/apps/details?id=com.ArunD.SalmanKhanNewStickers&hl=en&gl=US |
| 5. | Defendant No. 5 – Apple Inc. | <ul style="list-style-type: none">• https://apps.apple.com/in/app/being-salman-theofficial-game/id1110700363 |
| 6. | Defendant No. 6 – Telegram FZ LLC | <ul style="list-style-type: none">• https://t.me/Salman |
| 7. | Defendant No. 7 – NiceGram | <ul style="list-style-type: none">• https://nicegram.app/hub/channel/SalmanKhanAnn |
| 8. | Defendant No. 8 – Etsy, inc. | <ul style="list-style-type: none">• https://www.etsy.com/en/listing/4340399367/vintage-salman-khan-tere-naam-t-shirt?ls=s&ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=salman+khan+stickers&ref=sr_gallery-1-16&content_source=d2cef2eb-d4a0-4041-8004-f7d194dc4f65%253A949a439bce7205546455aa2c84e59ce78f17b9ef&organic_search_click=1&logging_key=d2cef2eb-d4a0-4041-8004-f7d194dc4f65%3A949a439bce7205546455aa2c84e59ce78f17b9ef• https://www.etsy.com/en/listing/1667383762/salman-khan-vintage-style-t-shirt?ls=s&ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=salman+khan+stickers&ref=sr_gallery |



| <u>Sr. No.</u> | <u>Defendant</u> | <u>Infringing links</u> |
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| | | <p>-1-2&sts=1&content_source=d2cef2eb-d4a0-4041-8004-f7d194dc4f65%253Ad331d1effa12b7ad1813ad7b902c8bd0f3090ed2&organic_search_click=1&logging_key=d2cef2eb-d4a0-4041-8004-f7d194dc4f65%3Ad331d1effa12b7ad1813ad7b902c8bd0f3090ed2</p> <ul style="list-style-type: none">• https://www.etsy.com/in-en/listing/1811171013/salman-khan-poster-high-resolution?ls=s&ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=salman+khan+stickers&ref=sr_gallery-1-4&dd=1&content_source=d2cef2eb-d4a0-4041-8004-f7d194dc4f65%253Ae36e57b2446e62ed51033e34c34e27f5eafdf2a8&organic_search_click=1&logging_key=d2cef2eb-d4a0-4041-8004-f7d194dc4f65%3Ae36e57b2446e62ed51033e34c34e27f5eafdf2a8• https://www.etsy.com/in-en/listing/1414905294/andaz-apna-apna-digital-art-poster?ls=s&ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=salman+khan+stickers&ref=sr_gallery-1-7&dd=1&content_source=d2cef2eb-d4a0-4041-8004-f7d194dc4f65%253Aa917fc853cc9af1022148cf8ee33f28199e873d2&organic_search_click=1&logging_key=d2cef2eb-d4a0-4041-8004-f7d194dc4f65%3Aa917fc853cc9af1022148cf |



| <u>Sr. No.</u> | <u>Defendant</u> | <u>Infringing links</u> |
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| | | <p>8ee33f28199e873d2</p> <ul style="list-style-type: none">• https://www.etsy.com/in-en/listing/1479659904/hum-aapke-hain-koun-movie-digital-art?ls=s&ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=salman+khan+stickers&ref=sr_gallery-1-9&dd=1&content_source=d2cef2eb-d4a0-4041-8004-f7d194dc4f65%253Aeb4bc893448cd94d6cfaed217d9a89c8b7d78bbe&organic_search_click=1&logging_key=d2cef2eb-d4a0-4041-8004-f7d194dc4f65%3Aeb4bc893448cd94d6cfaed217d9a89c8b7d78bbe• https://www.etsy.com/in-en/listing/1396831583/dabangg-movie-digital-art-poster-salman?ls=s&ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=salman+khan+stickers&ref=sr_gallery-1-11&dd=1&content_source=d2cef2eb-d4a0-4041-8004-f7d194dc4f65%253A646b705be5472b3b401dbacb3f6bc271382dcc38&organic_search_click=1&logging_key=d2cef2eb-d4a0-4041-8004-f7d194dc4f65%3A646b705be5472b3b401dbacb3f6bc271382dcc38• https://www.etsy.com/in-en/listing/1396876867/bajrangi-bhaijaan-movie-digital-art?ls=s&ga_order=most_relevant&ga_search |



| <u>Sr. No.</u> | <u>Defendant</u> | <u>Infringing links</u> |
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| | | <p>_type=all&ga_view_type=gallery&ga_search_query=salman+khan+stickers&ref=sr_gallery-1-14&dd=1&content_source=d2cef2eb-d4a0-4041-8004-f7d194dc4f65%253A19f0c0dbe71b490edd877ef684c2c5dd676760c4&organic_search_click=1&logging_key=d2cef2eb-d4a0-4041-8004-f7d194dc4f65%3A19f0c0dbe71b490edd877ef684c2c5dd676760c4</p> <ul style="list-style-type: none">• https://www.etsy.com/in-en/listing/1027722791/no-sorry-no-thank-you-indian-mugs-funny?ls=s&ga_order=most_relevant&ga_search_type=all&ga_view_type=gallery&ga_search_query=salman+khan&ref=sr_gallery-1-18&sr_prefetch=1&nob=1&content_source=df5bca89-f8fa-4f72-91e4-43923d1c2186%253Aabc12f7059e0fb9483baba2213856ef09be388ae&organic_search_click=1&logging_key=df5bca89-f8fa-4f72-91e4-43923d1c2186%3Aabc12f7059e0fb9483baba2213856ef09be388ae• https://www.etsy.com/in-en/listing/1225251276/dabangg-salman-khan-bollywood-mug-indian |
| 9. | Defendant No. 9 – Blue Clover | https://blueclover.in/products/wanted-salmankhan-designed-oversized-t-shirt |
| 10. | Defendant No. 10 – Amazon India | https://www.amazon.in/Sikandar-Unisex-T-Shirt-Cotton-Casual/dp/BODZPZY23B?th=1&psc=1 |
| 11. | Defendant No. 11 – Amazon Registrar, | <ul style="list-style-type: none">• https://www.redbubble.com/i/mug/Salman-Khan-by-Jalalkumar/121031827.9Q0AD |



| <u>Sr. No.</u> | <u>Defendant</u> | <u>Infringing links</u> |
|----------------|---|---|
| | Inc. <u>(Proposed Defendant-Redbubble Inc.)</u> | <ul style="list-style-type: none">• https://www.redbubble.com/i/mug/Dabangg-3-by-FilmFactoryRayz/39453310.9Q0AD• https://www.redbubble.com/i/t-shirt/Salman-Khan-by-Jalalkumar/121031827.DBIAX• https://www.redbubble.com/i/t-shirt/Salman-Khan-Retro-Bollywood-Actor-by-Aryabek/169779636.FB110• https://www.redbubble.com/i/t-shirt/Race-3-Salman-Khan-by-FilmFactoryRayz/31864811.IJ6L0• https://www.redbubble.com/i/t-shirt/Salman-Khan-Sallu-SK-by-GlareSK/66265209.FB110• https://www.redbubble.com/i/t-shirt/Salman-Khan-actor-by-BenitaPettit6/108613902.FB110 |
| 12. | Defendant No. 12 – Flipkart Internet India Pvt Ltd | <ul style="list-style-type: none">• https://www.flipkart.com/artbug-salman-khan-dabang-1054-ceramic-coffee-mug/p/itm490bc3490f4bb• https://www.flipkart.com/thewhoop-salman-khan-signature-design-ceramic-cup-350-ml-ceramic-coffee-mug/p/itmclda7eb5f2b07 |
| 13. | Defendant No. 13 – Ebay Inc. | <ul style="list-style-type: none">• https://www.ebay.ca/itm/397035337666?_skw=salman+khan+signed&itmmeta=01K6FVZP8QEH76JG13941WJKK9&hash=item5c712677c2:g:~DQAAOSwfVlk4njT&itmprp=enc%3AAQAKAAAA8FkkgFvd1GGDu0w3yXCmi1f9aIhYKYRddE8Z%2B%2Ful0IBhKhCHsUokAGMNXaLCXsB3Yx9VPWz%2FMjNlCjow3F8mbgxaLyqynuWOnZ4QCtmcSGf9xjFpTsyozjLQIr%2B7mFidDZjle8ifWfXho29xBFKgeT5wttvLKCArMWSNnTbksvFu1yjic8dWt60c6y5afA9Y2yXypePwysrJT%2B1DJT%2F |



| <u>Sr. No.</u> | <u>Defendant</u> | <u>Infringing links</u> |
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| | | LVlvdng%2FihFvyTYLwL8pkXKVd6PwP%2BisDKhj5Iu87auwh01LREFz4pdqqzUs7FpGTyra2ANicYh9yQJDjJFbmCteos4jX9ONxfZn1APr34hwSg%3D%3D%7Ctkp%3ABk9SR8Lk_vuzZg |
| 14. | Defendant No. 14 – Ubuy Co. | <ul style="list-style-type: none">• https://www.ubuy.co.in/product/2C35OEDG-salman-khan-life-size-cutout?srsId=AfmBOoqFB0so_ILGBfS-FTLb9Dmei_ZfjY6a7DX2qofhonXoOJpysWnv |
| 15. | Defendant No. 15 – Celebrity Cutout | <ul style="list-style-type: none">• https://www.celebrity-cutouts.com/product/salman-khan-suit-cardboard-cutout/ |
| 16. | Defendant No. 16 – VIP Cutouts | <ul style="list-style-type: none">• https://www.vipcutouts.com/new-celebrity-vip-cardboard- |
| 17. | Defendant No. 17 – West 263 International Pvt Ltd. | <ul style="list-style-type: none">• https://www.gameplaycityuk.com/product/salman-khan-m373-bollywood-autographed-poster-print-photo-signature-gift/ |
| 18. | Defendant No. 18 – Namecheap, Inc | <ul style="list-style-type: none">• https://www.decohere.ai/chars/salman-khan• https://www.imagineanything.ai/salmankhan/10415901• https://joumeyaiart.com/tag/Salman-Khan• https://www.fineshare.com/online-voicechanger/salman-khan.html• https://www.vocalize.fm/voices/8441• https://www.talkie-ai.com/chat/salman-khan-74664453910607 |
| 19. | Defendant No. 19 – Cloudflare Inc | <ul style="list-style-type: none">• https://neural.love/ai-art-generator/1ef4c145-53c1-69e0-95fa-6196bc5fe7af/salman-khan-photo |
| 20. | Defendant No. 20 – GoDaddy LLC | <ul style="list-style-type: none">• http://salmankhanholics.com/• https://www.salmankhanventures.com/ |



| <u>Sr. No.</u> | <u>Defendant</u> | <u>Infringing links</u> |
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| | | <ul style="list-style-type: none">• https://covers.ai/generator?type=speech&voiceName=by-id%3A7294c59f-e015-4173-b8e5-5895a47a0932• https://www.zedge.net/wallpapers/74ac0618-d83f-49dd-af33-de47f2328e7f• https://voicedub.ai/create/salman-khan-indian-singing-and-actor |
| 21. | Defendant No. 21 – Porkbun LLC | <ul style="list-style-type: none">• https://voicedub.ai/create/salman-khan-indian-singing-and-actor |
| 22. | Defendant No. 22 – Perfect Privacy LLP | <ul style="list-style-type: none">• https://wallpapercave.com/salman-khan-wallpapers |
| 23. | Defendant No. 23 – Public Domain Registry | <ul style="list-style-type: none">• https://www.filmibeat.com/wallpapers/salman-khan-10695.html#google_vignette |
| 24. | Defendant No. 24 – News Hour Productions | <ul style="list-style-type: none">• https://rb.celebshow247.com/hienrb/salmankhan-admitted-to-hospital-in-a-critical-headinjuries-while-shooting/Ylgoorewarded |
| 25. | Defendant No. 25 – Pinterest Inc. | <ul style="list-style-type: none">• https://in.pinterest.com/pin/694750680048155098/ |
| 26. | Defendant No. 26 – Sticker.ly | <ul style="list-style-type: none">• https://sticker.ly/s/JNPDQA |
| 27. | Defendant No. 27 – Giphy | <ul style="list-style-type: none">• https://giphy.com/gifs/bollywood-bajrangibhaijaan-salman-khan-3owzWhNH83LrRNpNKM |
| 28. | Defendant No. 28 – IONOS SE | <ul style="list-style-type: none">• https://salmankhan.fr/ |