

IN THE HIGH COURT OF JUDICATURE AT BOMBAY
ORDINARY ORIGINAL CIVIL JURISDICTION
IN ITS COMMERCIAL DIVISION

INTERIM APPLICATION (L) NO. 12014 OF 2026
IN
COMMERCIAL IP SUIT (L) NO.161 OF 2026

Reliance Industries Limited ...Applicant/
Plaintiff

IN THE MATTER BETWEEN :

Reliance Industries Limited ...Plaintiff

Versus

Lijomart LLP & Anr. ...Defendants

*Mr. Hiren Kamod a/w Ms. Reshma Ranadive i/b A.S.Dayal & Associates for
the Applicant/Plaintiff*

CORAM : SHARMILA U. DESHMUKH, J.

DATE : MAY 6, 2026

P. C. :

1. This is an action for infringement of trademark and passing off. Mr. Kamod, learned counsel appearing for the Plaintiff, submits that the Defendants have been duly served with the copies of the papers and proceedings and tenders the affidavit of service. The same is taken on record.

2. By the present Suit, the Plaintiff seeks an injunctive relief against the Defendants from manufacturing or marketing their products under

the impugned mark LJIO/LJIOMART or using the impugned trading name LJIO/LJIOMART, and the impugned domain name www.ljiomart.com, or any mark or trading name or domain name deceptively similar to the Plaintiff's registered mark.

3. The Plaintiff is a company, which was established in the year 1973 and is the registered proprietor of the trademark JIO as well as all its variants, of which the word JIO constitutes a leading and essential feature in various classes. Mr. Kamod would submit that the Plaintiff have secured approximately over 1,000 trademarks which are valid and subsisting and points out that the Plaintiff has also secured the registration of the trademark JIO in Class 35 in which the Defendants have filed an application for registration. He would further submit that in or around April 2016, the Plaintiff launched a fashion e-commerce site Ajio.com, which is registered in the name of the Plaintiff in various classes, including Class 35. He submits that in April 2020, during the COVID-19 pandemic, the Plaintiff launched an online grocery store JIOMART, which caters to the daily needs of the customers from vegetables to groceries, to electric and electronic items, and points out to the registration of JIOMART as set out in paragraph 37 of the plaint. He submits that the Plaintiff and its subsidiaries have registered a number of domain names to protect its trademark JIO, which are set out in paragraph 17 of the plaint. He

would also point out that the Plaintiff have incorporated a large number of subsidiaries and associate companies in India as well as globally, with "JIO" finding prominence in the corporate name of the entities. He would further point out that there are various JIO Apps which have been created and the download on Google Play Store are substantive. He submits that the trademark JIO is depicted under an original artwork which has been widely used and extensively publicized in India and overseas. He would also point out that the trademark JIO has been declared as a well-known trademark by the Registrar of Trademarks.

4. He submits that while conducting a routine public search on the record of the Trademark Registry, the Plaintiff in or around the last week of February 2025 came across Defendant No.2's application for registration of the impugned mark LJIO in Class 35 with a proposed claim of use, which was advertised in a trademark journal. He submits that the Plaintiff had opposed the registration and evidence has been filed. He would further point out the registration application which has been filed by the Defendants in Class 35 of the mark LJIO and would submit that though the registration is sought in respect of marketing of electronics and electric goods, the Defendants have launched LJIOMART, which deals with electrical, plumbing, and sanitary needs identical to the services which are offered by the Plaintiff under the

JIOMart. He would further submit that the Plaintiff have also come across the Defendants' domain name/website www.ljiomart.com, which is deceptively similar to the Plaintiff's registered trade mark of JIO/JIOMART and AJIO. He submits that under the impugned domain name/website, the Defendants are marketing and selling sanitary ware, hardware materials, electrical, and other goods which are also traded in by the Plaintiff, and considering the deceptive similarity between the two marks, there is likelihood of confusion and association of the Plaintiff's well-known registered trademark.

5. The rival marks are JIO/ JIOMART/ AJIO versus LJIO. It needs to be noted that the trading name of the Defendants No. 1 is LIJOMART LLP and the Defendant is seeking registration of the mark LJIO instead of LIJO.

6. Upon *prima facie* comparison of the rival marks, it is evident that there is phonetic and visual similarity between the two marks. The Plaintiff's registered mark is subsumed in the Defendant's impugned mark. The Plaintiff's proprietary right in the registered mark of JIO/ JIOMart/ AJIO is *prima facie* demonstrated from the registrations obtained by the Plaintiff in various classes, including Class 35 in which the Defendantss had applied for registration. The Plaintiff, had launched the JIOMart online store for catering to the daily needs of the customers and dealing in various products from vegetables to


groceries, to electrical and electronic items. The Defendants have launched an identical online store under the mark LJOMART, which is deceptively similar to the Plaintiff's online store. The Plaintiff's mark is declared as a well-known mark by the trade mark registry and has been in substantial use. The Defendants have filed for registration of their mark LJIO on 21st February 2024 and considering that the Plaintiff's mark is declared as well known mark is deemed to be aware of the Plaintiff's existence in various classes. The Defendants' domain name also infringes the Plaintiff's registered trademark.

7. Despite service, none appears on behalf of the Defendants. There are sufficient disclosures insofar as the Defendants are concerned. The Defendants have applied for registration of their mark LJIO, which has been opposed. *Prima facie*, upon overall comparison of the rival marks, there is deceptive similarity between the rival marks and considering the goodwill and reputation of the Plaintiff, which requires no reinforcement, the attempt is to ride upon the goodwill and reputation of the Plaintiff.

8. In light of the above, a *prima facie* case has been made out for grant of ad-interim relief in terms of prayer clauses (a), (b), and (c), which read thus :


"(a) pending the hearing and final disposal of the suit, the Defendants by themselves, their partners, proprietor,

servants, agents, distributors, stockists, assignees and all those connected with the said Defendants be restrained by an order and temporary injunction of this Hon'ble Court from manufacturing, marketing, distributing, selling, offering for sale and/or using in any manner whatsoever in relation to their sanitary ware, hardware, electrical goods and retail services dealing in the aforementioned goods and such other like

goods and services, the impugned marks , LJIO, LJIOMART, the impugned trading names Ljio, Ljiomart and the impugned domain name/website www.ljiomart.com and/or any other mark/s, trading name/s, domain name identical with and/or deceptively similar to the Plaintiff's trade marks JIO, JIOMART and AJIO, so as to infringe upon on the Plaintiff's trade mark JIO registered as a well-known mark under number 816975 and also registered under Nos. 3016543, 2247460 in class 9; Nos. 2466086, 2391610 in class 11; Nos. 2391619, 2466094 in class 19; Nos. 2466095, 2391620 in class 20; Nos. 2391635, 2466109 in class 35 and Nos. 2247360, 2391638 in class 38; the trade mark JIOMART registered under Nos. 4580003, 5705585, 5705603 in class 9, Nos. 2430735, 4951545, 5705582, 5705586 in class 35, Nos. 2430819, 5705583 in class 38 and under Nos. 4951546, 5705584, 5705595 in class 39 and the trade mark AJIO registered under No. 2926632 in class 3; No. 5248713 in class 9; No. 2926631 in class 14; No. 2926630 in class 16; No. 2926629 in class 18; No. 2926628 in class 24; No. 2926627 in class 25; Nos. 5248714 and 2926626 in class 35, amongst others;

(b) pending the hearing and final disposal of the suit, the Defendants by themselves, their partners, proprietor,

servants, agents, distributors, stockists, assignees and all those connected with the said Defendants be restrained by an order and temporary injunction of this Hon'ble Court from manufacturing, marketing, distributing, selling, offering for sale and/or using in any manner whatsoever in relation to their sanitary ware, hardware, electrical goods and retail services dealing in the aforementioned goods and such other like

goods and services, the impugned marks , LJIO, LJIOMART, the impugned trading names Ljio, Ljiomart and the impugned domain name/website www.ljiomart.com and/or any other mark/s, trading name/s, domain name identical with and/or deceptively similar to the Plaintiff's trade marks JIO, JIOMART and AJIO, so as to pass off their goods and/or services as and for those of the Plaintiff or in some way connected or associated therewith.

(c) pending the hearing and final disposal of this suit, the Court Receiver, High Court, Bombay, or such other fit and proper person/s as this Hon'ble Court thinks fit, be appointed Receiver/s with all powers under Order XL Rule 1 and Order XXXIX Rule 7 of the Code of Civil Procedure, 1908, to attend and search the factory/ies, premises, shops, offices, godowns, warehouses and other premises of the Defendants wherever any goods pertaining to services bearing the impugned marks, the impugned trading names and impugned domain name, which are identical with and/or deceptively similar to the Plaintiff's trade marks JIO, JIOMART and AJIO, as may be found stocked, sealed or are lying and to break open locks of such premises with the help of police protection (if needed), and take possession of such goods pertaining to services,

make an inventory, seize and take possession/custody thereof by sealing the said goods at the said Defendants' premises under lock and key and also of all related items such as invoices, forms, letters, letter heads, printing and stationary materials, books of accounts, ledgers, registers, issue letters of appointment, payment receiving letters, identity cards, brochures, catalogues and any other material thereto, lying at the premises of the said Defendants or their agents or at any other place/s and the Defendants by themselves, their proprietor, directors, heirs, servants, employees, representatives be ordered to deliver up all the aforesaid to the Court Receiver or to such other fit and proper person as Hon'ble Court thinks fit and the Court Receiver must carry out such search and seizure with local police assistance, if necessary, at no costs."

9. The Court Receiver, High Court of Bombay is hereby appointed with the following powers and directions :

- (a) All powers under Order XL Rule 1 and Order XXXIX Rule 7 of the Code of Civil Procedure, 1908 except the power of sale.
- (b) A direction to visit and search all premises of Defendants, forcibly breaking open locks if necessary; and also where necessary, with police assistance.
- (c) A direction to seize and seal in the Defendants' premises all the offending material, including, cartons, dyes, moulds, printing equipment and other material of all description that carry the impugned mark or label.
- (d) A direction to make an inventory of all the material, equipment, etc.

10. For the effective, expeditious and practical implementation of this order, there is need of appointment of Additional Special Receiver since the Defendants are located at Kerala.

(a) The Advocate for Plaintiff has given the name of Advocate who can be appointed as Additional Special Court Receiver to assist the Court Receiver attached to this Court.

(b) **Advocate Jayaram A.** is appointed as Additional Special Receiver to execute this order. The contact details of Additional Special Receiver is as under :

Name: Advocate Jayaram A.

Enrolment Number: D-745/1991

Email: advajayaram@yahoo.co.in

(c) The fees of Additional Special Receiver for executing this commission is fixed at Rs.35,000/-, per day each or part thereof. These fees will be paid by the Plaintiff in the first instance, but the Plaintiff are at liberty to seek these costs at the final hearing of suit.

(d) It is clarified that the Court Receiver, High Court of Bombay also stands appointed and that the appointment of Additional Special Receiver is only for convenience.

(e) The Additional Special Receiver will submit his report by email to the office of Court Receiver, High Court of Bombay at its email id : crcvr-bhc@nic.in.

(f) Execution and implementation of the order:

(i) The Additional Special Receiver is empowered and authorized, acting on the digitally signed copy of this

order, to take the assistance of the local police authorities in the execution of this commission.

(ii) The concerned police authorities are directed to act on production of a digitally signed copy of this order.

(iii) The Court Receiver will issue the necessary letters of authority to enable the local police to act.

(iv) The Additional Special Receiver is directed to seize and seal all infringing goods bearing the impugned trade mark / label and make inventory of such seized goods.

(v) The Additional Special Receiver may, if necessary, break open any locks with the assistance of police.

(vi) The Additional Special Receiver may visit each of the locations of the Defendants and any other additional addresses of the Defendants as may be pointed out by the Plaintiff's representative and to seize and seal all infringing products of the Defendants.

(vii) These products will be retained in the Defendants' respective premises for the present.

11. In the facts and circumstances of the case, the Court Receiver, High Court of Bombay will not insist upon the production of hard copy of this order, but will act on production of a soft copy digitally signed.

12. This order is not to be uploaded until the Court Receiver, High Court of Bombay and the Additional Special Receiver execute their commission as above.

13. The Plaintiff will comply with the provisions of Order XXXIX Rule 3 of the Code of Civil Procedure, 1908 within 14 days of the Court

Receiver and Additional Special Receiver completing / executing their commission as directed by this order.

14. The Advocates for the Plaintiff will lodge a copy of this order with the office of the Court Receiver within seven days of such copy being made available. Upon the same being lodged with the Court Receiver, compliance with Rule 596 of the Bombay High Court (Original Side) Rules, 1980 is dispensed with.

15. Liberty to the Defendants to apply for variation, modification or recall of this order after at least 7 clear working days' notice to the advocate of the Plaintiff.

16. The Additional Special Receiver will submit his report by email to the office of Court Receiver, High Court of Bombay by **15th June 2026**.

17. The Court Receiver, High Court of Bombay will submit a report to the Court on or before **22nd June 2026**.

18. List the above Interim Application on **23rd June 2026**.

19. Ad-interim relief granted to continue until **23rd June 2026**.

20. All concerned to act upon copy of this order digitally signed by the Senior Private Secretary of this Court.

Sd/-

[SHARMILA U. DESHMUKH, J.]