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

+ **CS(COMM) 659/2026**

MANISH GROVER & ANR.

.....Plaintiffs

Through: Mr. Chander M. Lall, Sr. Adv. with
Mr. Satyam Tandon, Ms. Annanya
Mehan, Ms. Mahima Dogra Tandon
& Mr. Nitin Goswani, Advs.

versus

JOHN DOE & ANR.

.....Defendants

Through: Nemo.

CORAM:

HON'BLE MR. JUSTICE SAURABH BANERJEE

ORDER

% **05.06.2026**

I.A. 15986/2026 (for exemption)

1. Allowed, subject to all just exceptions.
2. The application is disposed of.

I.A. 15984/2026 (Exemption from pre-institution mediation)

3. By virtue of the present application under *Section 12A* of the Commercial Courts Act, 2015 (**CCA**), read with *Section 151* of the Code of Civil Procedure, 1908 (**CPC**), the plaintiffs seek exemption from pre-institution mediation.

4. Considering the averments made in the present application, as also since the plaintiffs are seeking *ex parte ad interim* injunction in an accompanying application, and in view of the judgment passed by the Hon'ble Supreme Court in ***Yamini Manohar vs. T.K.D. Krithi*:2024 (5) SCC 815** and by a Division Bench this Court in ***Chandra Kishore Chaurasia vs. R. A. Perfumery Works Private Limited* 2022:DHC:4454-DB**, the plaintiffs are exempted from instituting pre-litigation mediation.

5. Accordingly, the present application is disposed of.



I.A. 15985/2026 (*Lengthy list of dates and synopsis*)

6. By virtue of the present application, the plaintiffs seek permission to file a long list of dates along with the present suit.
7. For the reasons stated therein, the application is allowed.
8. The application stands disposed of.

I.A. 15987/2026 (*Leave to file documents in a pen-drive*)

9. By virtue of the present application under *Section 151* of the Code of Civil Procedure, 1908 (**CPC**), the plaintiffs seek leave of this Court to file documents in a pen-drive containing the sample infringing videos created by John Doe entities.
10. The pen drive is handed over in Court and the same be accordingly form a part of the record of the present suit by way of an electronic folder created in such a manner that it can be opened and viewed by this Court if, as and when required.
11. Accordingly, the present application is allowed and disposed of in the aforesaid terms.

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12. By virtue of the present plaint, the plaintiffs *inter alia* seek grant of a permanent injunction restraining the defendants engaged in infringing the plaintiff no.1's personality rights.
13. Let the plaint be registered as a suit.
14. Upon filing of the process fee, issue summons of the suit to the defendants through all permissible modes returnable before the learned Joint Registrar on 25.08.2026.
15. The summons shall state that the written statement(s) be filed by the defendants within a period of *thirty days* from the date of the receipt of the summons. Written statement(s) be filed by the defendants along with



affidavit of admission/ denial of documents of the plaintiffs, without which the written statement shall not be taken on record.

16. Replication(s) thereto, if any, be filed by the plaintiffs within a period of *fifteen days* from the date of receipt of written statement(s). The said replication(s), if any, shall be accompanied by with affidavit of admission/ denial of documents filed by the defendants, without which the replication(s) shall not be taken on record within the aforesaid period of fifteen days.

17. If any of the parties wish to seek inspection of any document, the same shall be sought and given within the requisite timelines.

18. List before the learned Joint Registrar for marking exhibits of documents on 25.08.2026. It is made clear that if any party unjustifiably denies any document, then such party would be liable to be burdened with costs.

19. List before the Roster Bench on 06.10.2026.

I.A. 15983/2026 (*Stay*)

20. The present application has been filed seeking temporary injunction against defendant no.1/ *John doe*, and their associated persons acting on their behalf, by restraining them from infringing upon, in any manner whatsoever, the personality and publicity rights of the plaintiff no.1 i.e. name, image, voice, and any other aspects of his *persona* which are solely and exclusively associated with the plaintiff no.1.

21. As per pleadings, plaintiff no.1, popularly known as ‘Acharya Manish’/ ‘Chikitsaguru’, claims to be a widely recognized/ renowned Health and Ayurvedic Guru, *primarily*, specialized in providing a holistic approach rooted in ayurveda, naturopathy, yoga and meditation to all his



patients and followers.

22. It is stated that plaintiff no.1, inspired by a vision to make natural healing accessible to all, formally commenced his professional work in ayurveda in 2009, whereafter, he introduced the innovative ayurvedic formulation '*Divya Kit*' and later in 2012, founded Divya Upchar Sansthan-the institutional anchor of his healthcare mission. Plaintiff no.1 is stated to be the founder and Managing Director of plaintiff no.2/ Jeena Sikho Lifecare Limited, a leading organization in the ayurvedic and integrated healthcare sector, which caters to more than 2,000 patients on a daily basis. Plaintiff no.2 also manages and operates multiple official websites including '*store.jeenasikho.com*' and '*hiims.in*' that reflect the breadth of plaintiff no.1's work in ayurveda, naturopathy, and integrated healthcare.

23. The plaintiffs claim that the works and contributions of plaintiff no.1 have been extensively published and circulated across leading media platforms including (1) Jagran; (2) Outlook India; (3) Deccan Chronicle; (4) Indian Express; (5) Femina; (6) Only My Health; (7) Hindustan Times; (8) Business Standard; (9) The Week; (10) PTI News; (11) Daily Hunt; (12) Newsl8; (13) Amar Ujala; (14) Patrika; (15) Yahoo News; (16) NewsX; (17) Zee News; and (18) Navbharat Times.

24. It is also averred that the plaintiff no.1 has maintained a long-standing presence on television networks, be it national or regional, and has hosted/ has been featured in multiple health-oriented television programs, including his flagship show '*Jeena Sikho*'. It has also been claimed that the reputation of plaintiff no.1 is further reinforced by his strong and influential digital presence on social media platforms like



Facebook, Instagram and YouTube, where recordings of his discourses have garnered millions of views.

25. It is claimed by the plaintiffs that apart from role of the plaintiff no.1 as ayurvedic guru, he is also deeply engaged in substantial philanthropic and charitable activities across India, which has strengthened his image as a trusted public figure and humanitarian. Further, for his contribution to ayurveda, integrative healthcare and public wellness, the plaintiff no.1 has been conferred with numerous national and international awards as also with multiple honorary doctoral degrees. The list of all awards conferred upon the plaintiff no.1 is detailed in *paragraph no.16* of the plaint.

26. In the aforesaid backdrop, it is contended that the plaintiff no.1 has built a strong personal brand amongst the common masses, which is completely distinctive from anyone else, one which the public associates with credibility, trust and quality in every service and product endorsed by him. Edified on the same, plaintiffs claim that any unauthorized use of the name, voice, image, likeness, manner of speech and other characteristics or attributes that are uniquely identifiable and exclusively associated with the plaintiff no.1 clearly infringe his personality/public rights. The various aspects of personality rights of plaintiff no.1 which plaintiffs seek protection in the present suit are set out in the plaint as under:

- (A) The name 'Acharya Manish'/'Chikitsaguru';
- (B) Plaintiff no.1's physical appearance, image and likeness;
- (C) Voice of plaintiff no.1.

27. In fact, it would be beneficial to mention here that the plaintiff no.1,



in order to protect and secure his statutory proprietary rights over his name, has obtained multiple statutory trademark registrations under the

Trade Marks Act, 1999 for device mark  across various classes, which are enlisted in the plaint.

28. Defendant no.1/ John Doe are unknown persons and/ or entities operating various social media pages, accounts, Instagram pages and Facebook Ads who are unauthorizedly exploiting the plaintiff no.1's *persona* for their own commercial exploitation.

29. It is alleged that defendant no.1 is/ are infringing the plaintiff no.1's Personality/ Publicity Rights through AI-manipulated digital content. It is alleged that several social media accounts/pages have been found hosting videos in which the plaintiff no.1's real video footage has been taken without consent and AI-generated voice cloning technology has been employed to dub false endorsements of products that are not at all endorsed by the plaintiff no.1 ("**impugned content**"). A list of such infringing links is annexed with this order as **Annexure-1**.

30. Defendant No.2, Meta Platforms Inc. (formerly Facebook Inc.), through its Indian entity Meta Platforms Technologies India Pvt. Ltd. is the owner and operator of the social media platforms Facebook and Instagram, which are the primary platforms through which the infringing content in the present case has been hosted and disseminated.

31. As per learned senior counsel for the plaintiffs, the actions of the defendants are continuous as unscrupulous third parties had misappropriated the name of the plaintiff no.1, image, and AI-cloned voice



to fraudulently promote health products on social media without his consent or authorization.

32. This Court has heard the submissions advanced by the learned senior counsel for the plaintiffs and perused the documents and pleadings on record.

33. On the basis of the assertions made in the plaint and perusal of the documents filed on record, this Court is of the *prima facie* view that the plaintiff no.1 is a known face in India, especially in the field of ayurveda, naturopathy and integrated healthcare, whose professional work, media presence, public engagements and philanthropic activities have resulted in the creation of a distinct and identifiable *persona*. Consequently, the name, image, likeness and voice of plaintiff no.1 have, therefore, become uniquely associated with him and constitute valuable facets of his personality and publicity rights.

34. The plaintiff no.1 *therefore*, needs, if not due credit but at least protection for what he is and in view of what is transpiring at the present, *particularly*, since a perusal of impugned content, *prima facie*, reveals that the defendant no.1 is/are not merely making unauthorized use of the personality attributes of plaintiff no.1, but have gone a step further by employing artificial intelligence to create the false impression that plaintiff no.1 is endorsing or promoting products and services with which he has no association. Such conduct on the part of defendant no.1 appears to be a deliberate attempt to capitalize upon the goodwill, credibility and public trust enjoyed by plaintiff no.1. In these circumstances, the unauthorised use/ misappropriation of any attribute of the plaintiff no.1 personality without his express permission for any purpose is liable to be restrained.



The plaintiffs shall suffer *irreparable* harm, loss and injury if an order of injunction is not passed in their favour.

35. In view of the aforesaid, and considering the continuous daily activities carried on in the name of the plaintiff no.1 by third parties, the plaintiffs have been able to make out a *prima facie* case in their favour and against the defendants and the *balance of convenience* is also tilting towards grant of relief in favour of the plaintiffs. If an *ex parte ad interim injunction* in favour of the plaintiffs is not granted, the plaintiffs are likely to suffer *irreparable loss and injury*.

36. Accordingly, the following directions are passed:

- i. The defendants, and anyone through/ under them are restrained from using or exploiting or misappropriating the plaintiff no.1's personality/ publicity rights and/ or the trademarks involved by use of the plaintiff no.1's name "Acharya Manish" and/ or initials, voice recordings, photographs/ images, videos and advertisements and other aspects/ attributes in any manner and/ or form whatsoever on any mediums and formats.
- ii. The defendants, and anyone through/ under them are restrained from infringing the plaintiff no.1's copyright, moral rights and performance rights and/ or initials, voice recordings, photographs/ images, videos and advertisements and other aspects/ attributes in any manner and/ or form whatsoever on any mediums and formats.
- iii. The defendants, and anyone through/ under them are restrained from passing off their goods and/ or services as those emanating or being endorsed by the plaintiff no.1 by utilizing and/or



in any manner directly and/or indirectly the moral rights and performance rights and/ or initials, voice recordings, photographs/ images, videos and advertisements and other aspects/ attributes in any manner and/ or form whatsoever on any mediums and formats.

iv. The defendant no.2 directed to permanently disable/ block access to/ suspend all infringing links and content that is uploaded by the defendant No.1/ John Doe, as provided by the plaintiffs in Annexure-A annexed herewith.

v. In case, during the pendency of the suit, the plaintiffs discovers any more false, fake and infringing videos/ posts not originating from or associated with the plaintiffs, the plaintiffs shall be at liberty to approach defendant no.2 for taking down/ blocking any such further and similar content which is the subject matter of the present suit.

37. Upon the plaintiffs taking requisite steps, issue notice to defendants through all permissible modes returnable before the Roster Bench on 06.10.2026.

38. Reply(s), if any, be filed within *four weeks* from the date of service. Rejoinder(s) thereto, if any, be filed within *two weeks* thereafter.

39. The provisions of *Order XXXIX* Rule 3 of CPC be complied with within a period of *one week* from today.

40. List before the Roster Bench on 06.10.2026.

**SAURABH BANERJEE, J
(VACATION JUDGE)**

JUNE 5, 2026/alka



Annexure -1 (Infringing Links)

S.N o.	Date of upload	Infringing URL	Product name of 3 rd party being promoted on the said link	Infringement Type
1.	18.05.2026	https://www.facebook.com/share/v/14dmuMrpbgM/	-	Personality Rights infringed, name, face, and a morphed version of the Plaintiff No.1's face being used and a third party's voice has been superimposed in the video, copyright violation where Plaintiff No.1's own video being used. This video further, wrongly shows Plaintiff no.1 being arrested, taken into custody with handcuffs and later managing to get out due to his medicinal remedies.
2.	13/05/2026	https://www.facebook.com/61588933073194/videos/1307784811491009/	South moon Mild Care Foot Pads	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.
3.	14/05/2026	https://www.facebook.com/ads/library/?id=1529005792075250	South moon Blood	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video



S.N o.	Date of upload	Infringing URL	Product name of 3 rd party being promoted on the said link	Infringement Type
			Sugar Patch Herbal Treatment	promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.
4.	13/05/2026	https://www.facebook.com/61588669346778/videos/2040192423588741/	Detox Foot Pads	Personality Rights being infringed, Plaintiff No.1's face, and name are being used and misappropriated
5.	13/05/2026	https://www.facebook.com/61588933073194/videos/1320451006211303/	South moon Mild Care Foot Pads	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.
6.	13/05/2026	https://www.facebook.com/61588669346778/videos/740404369098795/	South moon Mild Care Foot Pads	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.
7.	13/05/2026	https://www.facebook.com/61588951182895/videos/2152118648696715/	South moon Mild Care Foot Pads	Personality Rights infringed, Plaintiff No.1's face being morphed by AI software for promoting 3 rd party brand, a 3 rd party's voice has been superimposed in the video, copyright violation where Plaintiff No.1's own video being used.
8.	13/05/2026	https://www.facebook.com/61583452268527/videos/2057221468537745/	South moon Mild Care Foot Pads	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.

This is a digitally signed order.

The authenticity of the order can be re-verified from Delhi High Court Order Portal by scanning the QR code shown above.

The Order is downloaded from the DHC Server on 06/06/2026 at 14:45:13



S.N o.	Date of upload	Infringing URL	Product name of 3 rd party being promoted on the said link	Infringement Type
9.	13/05/2026	https://www.facebook.com/61588753002579/videos/26289551180747974/	South moon Mild Care Foot Pads	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.
10.	13/05/2026	https://www.facebook.com/100091805787137/videos/2073460726850156/	South moon Mild Care Foot Pads	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.
11.	13/05/2026	https://www.facebook.com/61584258144282/videos/1864819064100341/	South moon Mild Care Foot Pads	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.
12.	13/05/2026	https://www.facebook.com/61588753002579/videos/1255749146334889/	South moon Mild Care Foot Pads	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.
13.	13/05/2026	https://www.facebook.com/ads/library/?id=810334455443381	Bee Venom Foot Patch	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.
14.	13/05/2026	https://www.facebook.com/ads/library/?id=870960876016010	Glowylo Foot Patch	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright



S.N o.	Date of upload	Infringing URL	Product name of 3 rd party being promoted on the said link	Infringement Type
				violation where Plaintiff No.1's own video being used.
15.	13/05/2026	https://www.facebook.com/ads/library/?id=112472355281503	Glowylo Foot Patch	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.
16.	13/05/2026	https://www.facebook.com/ads/library/?id=2051879845734378	Glowylo Foot Patch	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.
17.	13/05/2026	https://www.facebook.com/ads/library/?id=2708767902841089	Glowylo Foot Patch	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.
18.	14/05/2026	https://www.facebook.com/ads/library/?id=1478365327113459	South moon Blood Sugar Patch Herbal Treatment	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.
19.	14/05/2026	https://www.facebook.com/ads/library/?id=1350233480276442	South moon Blood Sugar Patch Herbal Treatment	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.



S.N o.	Date of upload	Infringing URL	Product name of 3 rd party being promoted on the said link	Infringement Type
20.	14/05/2026	https://www.facebook.com/ads/library/?id=2147103632750361	South moon Blood Sugar Patch Herbal Treatment	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.
21.	14/05/2026	https://www.instagram.com/reels/DUPSNwOk1bf/	Herbal Foot Pads	Personality Rights infringed, Plaintiff No.1's face being used and a 3 rd party's voice has been superimposed in the video promoting 3 rd party's brand, copyright violation where Plaintiff No.1's own video being used.