

**IN THE HIGH COURT OF JUDICATURE AT BOMBAY
ORDINARY ORIGINAL CIVIL JURISDICTION**

IN ITS COMMERCIAL DIVISION

**NOTICE OF MOTION IN COMMERCIAL DIVISION (LODG.)
NO. 555 OF 2017**

**IN
COMMERCIAL SUIT (LODG.) NO. 484 OF 2017**

Hindustan Unilever Limited .. Applicant

In the matter between :

Hindustan Unilever Limited .. Plaintiff

Vs.

Patanjali Ayurved Limited .. Defendant

Mr.Virag Tulzapurkar, senior advocate a/w. Mr.Adheesh Nargolkar,
Mr.Nishad Nadkarni, Mr.Vaibhav Keni, Ms.Aishwarya Kane i/b Khaitan
and Co. for plaintiff/applicant.

None for defendant.

CORAM : K.R.SHRIRAM, J.

DATE : 4TH SEPTEMBER 2017

P.C

1 Not on board. Upon mentioning, taken on board.

2 Heard Mr.Tulzapurkar for applicant/plaintiff, considered reason for moving without notice which is at Paragraph 77 of the plaint, seen the alleged offending advertisement and also seen the printouts which are at Exh. 'S' to the plaint.

3 Ad-interim relief in terms of prayer clause (a) is granted until 18th September 2017. Prayer clause (a) of the notice of motion reads as under :

“(a) That pending the hearing and final disposal of the suit, Defendant, its parent company, group companies, subsidiaries, directors, servants, officers, employees, representatives, agents, advertising agencies and all other persons claiming under them or acting in concert with them or on their behalf or acting on their instructions be restrained by an order and injunction of this Hon'ble Court from telecasting or broadcasting or otherwise howsoever communicating to the public or publishing the Impugned TVC (i.e. Exhibit R) or any part thereof or any other advertisement of a similar nature in any language or in any manner causing the Impugned TVC (i.e. Exhibit R) or any part thereof or any other advertisement of a similar nature to be telecast or broadcast or communicated to the public or published in any manner.”

4 Plaintiff/applicant to forward a copy of this order to defendant and all other concerned including the T.V. Channels.

5 Stand over to 18th September 2017.

6 All to act on an authenticated copy of this order.

(K.R. SHRIRAM, J.)