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\* **IN THE HIGH COURT OF DELHI AT NEW DELHI**  
+ CS(COMM) 1167/2024, I.A. 49155/2024, I.A. 49156/2024, I.A.  
49157/2024, I.A. 49158/2024, I.A. 49159/2024 & I.A. 49160/2024  
MANCHU BHAKTHAVATSALAM NAIDU ALIAS MOHAN  
BABU .....Plaintiff  
Through: Mr. Pravin Anand, Dr. Ajai Garg, Mr.  
Dhruv Anand, Ms. Udit Patro, Mr.  
Dhananjay Khanna, Ms. Nimrat  
Singh and Mr. Alvin Anthony, Advs.  
M: 9837461666  
versus  
PHANUMANTU & ORS. ....Defendants  
Through: Ms. Mamta R. Jha, Mr. Rohan Ahuja,  
Ms. Shruttima Ehersa and Mr. Rahul  
Choudhary, Advs. for Google LLC  
M: 9110111538

**CORAM:**  
**HON'BLE MS. JUSTICE MINI PUSHKARNA**

**ORDER**  
**20.12.2024**

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**I.A. 49157/2024 (Exemption from filing original, clearer, translated  
copies of documents with left side margins)**

1. The present is an application under Section 151 of the Code of Civil Procedure, 1908 ("CPC"), on behalf of the plaintiff, seeking exemption from filing original, clearer, translated copies of documents with left side margins, video evidence.
2. Exemption is granted, subject to all just exceptions.
3. Plaintiff shall file original, clearer, translated copies of documents with left side margins, on which the plaintiff may seek to place reliance, before the next date of hearing.

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4. Accordingly, the present application is disposed of.

**I.A. 49159/2024 (Exemption from undergoing Pre-Institution Mediation)**

5. The present is an application under Section 12A of the Commercial Courts Act, 2015, read with Section 151 of CPC, seeking exemption from undergoing Pre-Institution Mediation.

6. Having regard to the facts of the present case and in the light of the judgment of Supreme Court in the case of *Yamini Manohar Versus T.K.D. Keerthi, 2023 SCC OnLine SC 1382*, and Division Bench of this Court in *Chandra Kishore Chaurasia Versus RA Perfumery Works Private Ltd., 2022 SCC OnLine Del 3529*, exemption from attempting Pre-Institution Mediation, is granted.

7. Accordingly, the application stands disposed of.

**I.A. 49156/2024 (Application seeking leave to file additional documents)**

8. This is an application under Order XI Rule 1(4) read with Section 151 CPC as amended by the Commercial Courts Act, 2015, seeking leave to file additional documents.

9. The plaintiff, if it wishes to file additional documents at a later stage, shall do so strictly as per the provisions of Commercial Courts Act, 2015 and the Delhi High Court (Original Side) Rules, 2018.

10. The application is disposed of, with the aforesaid directions.

**I.A. 49158/2024 (Application seeking extension of time for filing Court Fees)**

11. The present is an application under Section 149 read with Section 151 of CPC seeking extension of time for filing Court Fees.

12. Learned counsel appearing for the plaintiff submits that the Court



Fees has already been paid.

13. Noting the aforesaid, the present application is disposed of.

**I.A. 49160/2024 (Application seeking time for filing the Certificate under Section 63(4)(c) of the Bhartiya Sakshya Adhiniyam, 2024)**

14. This is an application under Section 151 CPC seeking extension of time for filing required certificate under Section 63(4)(c) of Bharatiya Sakshya Adhiniyam, 2024 (“BSA”).

15. In view of the averments made in the application, the same is allowed, and extension as sought, is granted.

16. Let the needful be done, accordingly.

17. With the aforesaid directions, the present application is disposed of.

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18. Let the plaint be registered as suit.

19. Upon filing of the process fee, issue summons to the defendants by all permissible modes. Summons shall state that the written statement be filed by the defendants within thirty days from the date of receipt of summons. Along with the written statement, the defendants shall also file affidavit of admission/denial of the plaintiff’s documents, without which, the written statement shall not be taken on record.

20. Liberty is given to the plaintiff to file replication within thirty days from the date of receipt of the written statement. Further, along with the replication, if any, filed by the plaintiff, an affidavit of admission/denial of documents of the defendants, be filed by the plaintiff, without which, the replication shall not be taken on record. If any of the parties wish to seek inspection of the documents, the same shall be sought and given within the timelines.



21. List before the Joint Registrar (Judicial) for marking of exhibits, on 12<sup>th</sup> February, 2025.

22. List before the Court on 15<sup>th</sup> May, 2025.

**I.A. 49155/2024 (Application under Order XXXIX Rules 1 and 2 read with Section 151 CPC)**

23. The present suit has been filed for permanent injunction restraining defamation, infringement of copyright, misappropriation of personality/publicity rights, unfair competition and passing off, damages, rendition of accounts, delivery up, etc.

24. It is submitted that the present suit is being filed to protect the plaintiff's name, voice, image, likeness, and all other elements of the plaintiff's persona which are distinctive and the unauthorized use of which by third parties is likely to create confusion and deception amongst the public.

25. It is submitted that the plaintiff, i.e., Mr. Manchu Bhakthavatsalam Naidu, popularly known as Mohan Babu, is an adult Indian citizen, aged 72 years, and resides in Hyderabad, Telangana. It is submitted that the plaintiff is a prominent Indian Actor, Producer, and Director known for his work primarily in Telugu cinema. Besides his prominence in the film industry, the plaintiff is also an educationalist and a political figure having been a member of the Rajya Sabha from 1995 to 2000.

26. It is submitted that on account of his vast reputation garnered through his extensive appearance in over 500 films and television series, while also being a producer, writer, educationalist and politician, the plaintiff's name, voice, image, likeness, signature, mannerisms, gestures and other elements of the plaintiff's persona have acquired a unique distinctiveness. Further, on



account of their inimitable nature, the plaintiff's name, voice, image, likeness, signature, mannerisms, gestures and other such elements of the plaintiff's persona also have a huge commercial value associated with them. Any third party found using any of the above stated elements of the plaintiff's persona is bound to cause confusion and deception amongst the general public as to affiliation with / sponsorship by the plaintiff.

27. It is submitted that in his initial films, he did the roles of a bad guy who turns good towards the end of the movie. This later helped the audience in accepting him in positive roles as well. He is one of the very few actors to have entered the industry through negative roles and gone on to act in lead roles and character roles.

28. It is submitted that from the time when he started his career in the industry, the plaintiff has been a maverick actor. He is one of a few actors, who has acted his age on and off screen, which have filled the hearts of the audiences with much more warmth for him. Some of the plaintiff's most notable films include 'Alludugaru' (1990), 'Assembly Rowdy' (1991), 'Pedarayudu' (1995), 'Rayalaseema Ramanna Chowdary' (2000) and 'Yamadonga' (2007) among others.

29. It is submitted that as for his language proficiency, the plaintiff predominantly works in Telugu cinema, as this is where most of his film career has been established and he has also had projects in Tamil and Malayalam Cinema. However, the plaintiff's movies have been dubbed in various languages including but not limited to Tamil, Kannada, Malayalam, English and Hindi.

30. It is pertinent to note that the plaintiff is not merely a niche Telugu actor, as the plaintiff's movies are released globally in various languages,



including in Hindi as mentioned hereinabove. Further, the plaintiff's movies are also available on various OTT Platforms which can then be accessed in any part of the country / world.

31. It is submitted that the suit also pertains to the violation of the plaintiff's moral rights in his performances conferred upon him by virtue of Section 38B of the Copyright Act, 1957. The plaintiff, as an actor has acted in many cinematographic films and thus enjoys moral rights in his performances in such films and is entitled to restrain any third party from distorting, mutilating or making other modifications to his performance that are prejudicial to his reputation. In the context of the claims in the present proceedings, the defendants are extracting clips from movies or other cinematographic works which contain performances of the plaintiff and other interviews of the plaintiff, for the purpose of creation and communication of videos which bring ridicule to the plaintiff. The plaintiff has not been informed prior to the creation and dissemination of such videos, nor has his consent been sought or secured. The defendants, by reproducing clips containing the plaintiff, and that too in a manner which brings disrepute to the plaintiff and makes him the subject of unsavoury humour, are violating his moral rights in his performances.

32. It is submitted that the plaintiff has not only left an indelible mark in the Telugu Film Industry, but has also actively contributed to social, educational and environmental causes as well as overall welfare of the film industry.

33. It is submitted that the plaintiff has established exceptional goodwill and reputation not just in the realm of Telugu cinema but throughout the country through his remarkable contributions and achievements.



34. It is submitted that the plaintiff's commercial endorsements are done through the utilization of his personality, name, voice, image, likeness, mannerisms, gestures and other characteristics that are uniquely identifiable and associated with the plaintiff, and over which the plaintiff enjoys exclusive control as the same form the plaintiff's 'personality rights' and/or 'publicity rights'.

35. It is submitted that the plaintiff is a person with celebrity status and thus has 'Personality / Publicity Rights' over all facets of his personality. The plaintiff has control over the commercial utilization of his personality, name, voice, image, likeness, mannerisms, gestures and other characteristics that are uniquely identifiable and associated with the Plaintiff.

36. It is submitted that no one can utilize and/or misappropriate and/or imitate any facet of the plaintiff's personality and/or exploit the same commercially in any manner whatsoever without the consent and/or express authorization of the plaintiff.

37. It is submitted that the name 'Mohan Babu', being the personal name of the plaintiff, immediately gets associated with the plaintiff and no one else. The plaintiff's name carries enormous goodwill and reputation and is exclusively associated with the plaintiff. The plaintiff has become a household name not only in Telangana but all over the world especially across the Telugu speaking community.

38. It is submitted that the plaintiff is also the owner of the domain name [www.mohanbabu.com](http://www.mohanbabu.com) being the plaintiff's official website having all the recent updates on the plaintiff as well as details of the plaintiff's various activities, including but not limited to the various movies the plaintiff has appeared in along with their posters, news articles and even the plaintiff's



social media.

39. It is submitted that over the years, the plaintiff has also become well known for his voice. His voice is distinctive and has become exclusively associated with him. As such, if any member of the public hears the plaintiff's voice, he/she will unmistakably associate the same with the plaintiff and no-one else.

40. It is submitted that the plaintiff's voice, independent of his personality and other characteristics, has itself acquired a unique distinction and popularity. The plaintiff can in fact be recognized just by his voice alone.

41. It is submitted that in addition to his voice, the plaintiff also has a unique style of delivering dialogues, for which the plaintiff has become very popular over the years. Several Telugu films have become popular only because of certain signature dialogues of the plaintiff. The plaintiff's style of dialogue delivery is another attribute that is exclusively associated with him by members of the trade and public.

42. It is submitted that the plaintiff's dialogues are so iconic that his dialogues have been compiled into a book. Upon his completion of 40 years in the film industry, the plaintiff's popular dialogues were compiled in a book named 'Dialogue Book' which was launched in the House of Commons, British Parliament in 2016. This was the first time that a Telugu film personality got honoured in the House of Commons, British Parliament.

43. Therefore, no one is entitled to utilize and/or misappropriate and/or imitate any facet of the plaintiff's personality and/or exploit the same commercially in any manner whatsoever without the consent and/or express authorization of the plaintiff. The same would constitute a violation of the plaintiff's Personality Rights and liable to be judicially restrained by Courts.





Any such use would also amount to Passing Off as being associated with and/or endorsed by the plaintiff in some manner, and thus, also liable to be judicially restrained.

44. It is submitted that some of the defendants in the present suit are making use of artificial intelligence such as machine learning algorithms and other technology to morph/superimpose the face of the plaintiff and create images and/or audio-video clips of the plaintiff, which are not in good taste, and which makes the plaintiff the subject of humiliation.

45. It is submitted the wrongs of the defendants are all aimed at misappropriating the plaintiffs' image, likeness, persona, voice etc. for their personal gain, profit and popularity. Therefore, the transactions and activities that are impugned in the present proceedings are connected by their common design.

46. It is submitted that the infringement of the plaintiff's Personality / Publicity Rights as well as defamation of the plaintiff is being carried out by the defendants by publishing videos / posts on their social media channels which bring ill-repute to the plaintiff. The videos / posts are of the following nature:

i. *By way of Defamatory Content*: Various entities have been found to be publishing content which is Defamatory in nature by using profane language or maligning the character of the plaintiff and making false and baseless allegations against the plaintiff.

ii. *By use of Technology*: Certain defendants have used technology to morph the plaintiff's face onto videos and superimpose the plaintiff's face on the bodies of other people while short clips of the plaintiff's interviews from different sources are taken out of context to portray the plaintiff in a



negative light.

iii. *By making sexually explicit comments and drawing a reference to the Plaintiff by using his name, images and clips from his interviews and movies:* Certain defendants are also making use of the plaintiff's name, images and short clips from the plaintiff's interviews and movies to make sexually coloured remarks and draw illicit references.

iv. *Through utilization of the name of the Plaintiff to host various pornographic stories and videos:* The plaintiff's name has been found to be utilized by various parties to host pornographic stories and videos on their websites. On account of the utilization of the name of the plaintiff to host such obscene videos, the plaintiff's reputation, integrity and dignity are prejudicial to his honour and reputation and subjects the plaintiff, to humiliation for the sake of cheap humour, or by portraying the individual in an obscene setting.

47. It is submitted that the defendant no. 1 has made gross sexually coloured remarks, comparing the plaintiff's movie to an explicit film. The defendant no. 1 is also editing and superimposing the image of the plaintiff on a background used for the defendant's present video. The defendant's actions are extremely detrimental to the plaintiff's immense goodwill and reputation considering that the plaintiff is a respected educationalist as well as political figure.

48. It is submitted that the defendant no. 2 is making sexually explicit comments about the plaintiff while taking various short clips from the plaintiff's interviews and movies out of context. What is most egregious is that the defendant is using images and logos from pornographic channels to draw an explicit reference, comparing the plaintiff's movie to the content



available at such pornographic channels. The said defendant is resorting to such cheap tactics to garner traction on their content and defaming the plaintiff, as also infringing the plaintiff's rights.

49. It is submitted that the defendant no. 3 in the present action is publishing videos where the plaintiff's face has been morphed and superimposed onto someone else's body in a way to mock the plaintiff. The video also takes short clips of the plaintiff and the plaintiff's daughter Ms. Lakshmi Manchu's interviews from different sources and puts the same out of context to portray the plaintiff in a negative light.

50. Moreover, the acts of the present defendant also have the propensity to prejudice the economic interests of the plaintiff by casting a negative impression of the plaintiff and the plaintiff's educational institutions in the minds of the students. As stated for the earlier defendants, the acts of the present defendants amount to Defamation of the plaintiff as also infringement of his personality / publicity rights due to his involvement in the Telugu film industry as well as the political sector and educational sector. Screenshots of the videos are given below:





*Video on Defendant No. 3's YouTube Channel*

51. It is submitted that these acts of the defendants not only infringe upon





the Personality / Publicity Rights of the plaintiff but also amount to defamation of the plaintiff due to his position in society as a respected actor, politician and educationalist. The *malafides* of the defendants are abundantly clear through the acts of the defendants using the plaintiff's name, images as well as clips from the plaintiff's movies to gain traction on their videos without the consent of the plaintiff.



52. It is submitted that the plaintiff's name has been found to be utilized by various parties to host pornographic stories and videos on their websites. On account of the utilization of the name of the plaintiff to host such obscene stories and videos, the plaintiff's reputation, integrity and dignity are harmed since such content portrays him in a distasteful manner and subjects the plaintiff to humiliation by portraying the individual in an obscene setting. A short summary of the nature of misuse of the plaintiff's personality and name as shown in the plaint are as follows:

Defendant No.	Name of the Defendant	Description of Infringing Activities	Screenshot	Translation	Page No. in Part 4
<b>CATEGORY 1 – PORN / SEXUALLY EXPLICIT CONTENT</b>					
2	Barbell Pitch Meetings Views: 401K Subscribers: 220K	Plaintiff's interviews from different sources are taken out of context to portray the Plaintiff in a negative light.  Defendants have made explicit sexual references by comparing the Plaintiff's movies to content available on pornographic channels.  Using images and logos from pornographic channels.	 	<p><i>What are these camera angles sir? Is it because our movie is a porn movie?"</i></p> <p>(Pages 135)</p>	132, 134






13	John Does	PORNOGRAPHIC CONTENT	<ol style="list-style-type: none"> <li><a href="https://www.indiansexstories2.net/couple/with-south-actress-skashi-sivaram/">https://www.indiansexstories2.net/couple/with-south-actress-skashi-sivaram/</a></li> <li><a href="https://wapbold.net/download-sex-videos/kapmbc8na/hot-tamil-actress">https://wapbold.net/download-sex-videos/kapmbc8na/hot-tamil-actress</a></li> <li><a href="https://xxdesi.org/search/mohan+babu+romance+with+old+actress/">https://xxdesi.org/search/mohan+babu+romance+with+old+actress/</a></li> <li><a href="https://rajiwap.cc/trends/mohan-babu-romance-with-old-actress/">https://rajiwap.cc/trends/mohan-babu-romance-with-old-actress/</a></li> <li><a href="https://brazzer.film/brazzer-film/%E0%A4%AA%E0%A5%89%E0%A4%B0%E0%A5%8D%E0%A4%A8-%E0%A4%B5%E0%A5%80%E0%A4%1%E0%A4%BF%E0%A4%AF%E0%A5%8B/Www%20telugu%20rayudu%20mohan%20babu%20mover%20sex%20videos">https://brazzer.film/brazzer-film/%E0%A4%AA%E0%A5%89%E0%A4%B0%E0%A5%8D%E0%A4%A8-%E0%A4%B5%E0%A5%80%E0%A4%1%E0%A4%BF%E0%A4%AF%E0%A5%8B/Www%20telugu%20rayudu%20mohan%20babu%20mover%20sex%20videos</a></li> <li><a href="https://www.hotxxbfsex.com/deepa-telugu-actress-mohan-babu-sex-kothamiru-movie/">https://www.hotxxbfsex.com/deepa-telugu-actress-mohan-babu-sex-kothamiru-movie/</a></li> <li><a href="https://wapbold.net/sex-videos/Meena-sex-with-mohan-babu-edited">https://wapbold.net/sex-videos/Meena-sex-with-mohan-babu-edited</a></li> <li><a href="https://indiansexbar.mobi/to-mohan-babu-movie/">https://indiansexbar.mobi/to-mohan-babu-movie/</a></li> </ol>	172
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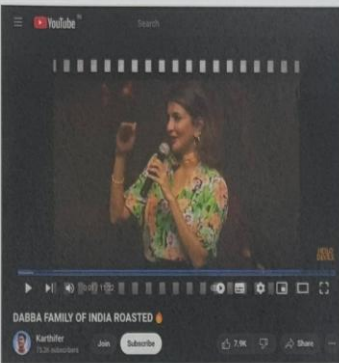
CATEGORY 2 – DEFAMATION					
1	phanumantu Views: 1.9M Subscribers: 166K	Plaintiff's body has been morphed and superimposed onto a random background while the Defendant makes explicit comments.  Using the Plaintiff's persona to gain traction.		<p><i>There are clear scenes where people are conveniently blur all their faces like we are watching porn.</i></p> <p><i>Like we have lesbian porn, BDSM will be there, Mallu porn will be there, RGV porn will be there, and above all this there will be porn where people will feel tortured.</i></p> <p><i>Youth because couples will go to the empty theatre and then do a lot of activities.</i></p> <p>(Page 127, 128)</p>	124 with 127
CATEGORY 3 – BREACH OF PERSONALITY / PUBLICITY / PRIVACY RIGHTS INCLUDING BY WAY OF TECHNOLOGY					
3	#IPPUDU KAKAPOTHY INKEPPUDU Views: 200K Subscribers: 700	Plaintiff's face has been morphed and superimposed onto someone else's body in a way to mock the Plaintiff.  The video takes short clips of the Plaintiff and the Plaintiff's daughter Ms. Lakshmi Manchu's interviews from different sources putting them out of context to portray the Plaintiff in a negative light.		---	138

		Using the Plaintiff's name in the title / description of the video to gain traction.			
4	Manadhe Idhanta Views: 142 Subscribers: 4	Plaintiff's face has been morphed and superimposed onto someone else's body in a way to mock the Plaintiff.  Using the Plaintiff's name "#Mohanbabu" in the description of the video to garner traction on their video.  Defendant is also morphing / superimposing Mr. Vishnu Manchu's face, the Plaintiff's son, on someone else's body		---	143
5	Babu Nuvu B.tech ah? (FACEBOOK) Reactions: 1K Shares: 135 Followers: 361K	The above post has superimposed the Plaintiff's face onto someone else's body in a way to mock and troll the Plaintiff.  Using the Plaintiff's name in the description of the post to gain traction.		---	146



6	LINGAM MAMA 2.0 Subscribers: 139	Defendants are using thumbnails for their troll videos where the Plaintiff's face has been morphed / superimposed on someone else's body.			148
7	BABA 5.0 Subscribers: 1.13K	Using the Plaintiff's name in the title / description of the video to gain traction.  Defendant is also morphing / superimposing Mr. Vishnu Manchu's face, the Plaintiff's son, on someone else's body.			149

8	Trolls of Godavari Views: 8.3K Subscribers: 23K	Defendant has used clippings of different interviews given by the Plaintiff and compiled them together to take the Plaintiff's words out of context to defame the Plaintiff.  Defendant particularly is making a reference to the Plaintiff by using the words 'Snow Thata', 'Manchu' in Telugu means 'snow' and 'Thata' means 'grandfather'. Thus, the innuendo 'Snow Thata' is a direct reference to the Plaintiff herein.  Defendant is implying that Ms. Lakshmi Manchu's words about the Plaintiff are exaggerated.  Defendant ridicules the Plaintiff by comparing him to a bus conductor or someone who works in the weather department.  Using the Plaintiff's name in the title / description of the video to gain traction.	<p style="text-align: center;"><b>DISCLAIMER</b></p> <p style="text-align: center;">Copyright Disclaimer under section 107 of the Copyright Act of 1976, allowance is made for "fair use" for purposes such as criticism, comment, news reporting, teaching, scholarship, education and research. Fair use is a use permitted by copyright statute that might otherwise be infringing.</p> 	<p><i>If my father beats his thighs, there will be lightning. If my father whistles, flights will stop. Your father works in the weather department or is he a bus conductor?</i></p> <p>(Page 155)</p>	152 with 155
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CATEGORY 4 – THREAT					
9	Karthifer Views: 186K Subscribers: 81.9K	Publishing videos targeting the Plaintiff and his family and making extremely defamatory remarks against them.  Defendant has used clippings of different interviews given by the Plaintiff and compiled them together to ridicule the Plaintiff.  Giving a <b>threat</b> to the Plaintiff's family.		<p><i>We all must put an end to this family. We should not leave such people who are like this family.</i></p> <p><i>Now, I got to know the reason behind the increasing number of cancers patients. It's because of the nonsense created by Manchu family which was seen by mistake by them.</i></p> <p>(Page 159)</p>	158 with 159



53. It is argued that the acts of the defendants are not merely affecting the rights of the plaintiff by virtue of him being a prominent figure in the Telugu film industry, but also due to his prominence to society as a political figure and an educationalist and a philanthropist.

54. It is submitted that the plaintiff being in the leadership team of various educational institutions, the acts of the defendants show the plaintiff in a negative light which have the potentiality of creating a negative image of the plaintiff and his various educational institutions in the minds of prospective students which not only brings ill-repute to the plaintiff and his institutions, but also has the potentiality to cause monetary harm to the plaintiff.

55. It is submitted that the illegal and infringing contents by the defendants are easily and freely available and accessible across India, making it almost impossible for the plaintiff to take actions against such rogue websites in various jurisdictions. Such unauthorized dissemination not only undermines the rights of the plaintiff's but also causes grave economic and personal harm to the plaintiff.

56. Learned counsel appearing for the plaintiff further submits that they will also be incorporating in the pleadings, further issue with respect to the YouTube allowing third party training for the purposes of training the Artificial Intelligence Models.

57. This Court notes that there is no pleading on record to the aforesaid effect.

58. Learned counsel appearing for the plaintiff further submits that the plaintiff is not pressing any relief against defendant no.10 for the time being.

59. Learned counsel appearing for the Google LLC submits that YouTube Videos uploaded by defendant nos. 3, 4, 8 and 9 are no longer available on



the YouTube.

60. In view of the above circumstances, the plaintiff has demonstrated a *prima facie* case for grant of injunction and in case no *ex-parte ad-interim* injunction is granted, the plaintiff will suffer an irreparable loss. Further, the balance of convenience also lies in favour of the plaintiff and against the defendants.

61. Accordingly, till the next date of hearing, the following directions are issued:

i. The defendants, 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 creating / publishing / communicating to the public / disseminating any content which defames the plaintiff.

ii. The defendants, 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 infringing 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 use of the plaintiff's (a) name 'MOHAN BABU', (b) voice; (c) image; (d) any other attribute which is exclusively identifiable with him for any commercial and/or personal gain and/or otherwise by exploiting them in any manner whatsoever without the plaintiff's consent and/or authorization, including on all formats and mediums like the meta verse / Artificial Intelligence medium or any future formats / mediums.





iii. The defendants, 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 passing off their goods and/or services as those emanating or being endorsed by the plaintiff by utilizing and/or in any manner directly and/or indirectly, using or exploiting or misappropriating the plaintiff's personality/ publicity rights by the use of the plaintiff's (a) name 'MOHAN BABU'; (b) voice; (c) image; (d) any other attribute which is exclusively identifiable with him for any commercial and/or personal gain and/or otherwise by exploiting them in any manner whatsoever without the plaintiff's consent and/or authorization, and from causing dilution and tarnishment of the same.

iv. The DoT and Meity are directed to require the respective Internet Service Providers to suspend all links / websites provided by the plaintiff of the defendants identified herein, details of which are given as follows:

1. <https://www.indiansexstories2.net/couple/with-south-actress-skashi-sivanand/>
2. <https://wapbold.net/download-sex-videos/kaetpibc8aa/hot-tamil-actress>
3. <https://xvdesi.org/search/mohan+babu+romance+with+old+actress/>
4. <https://rajwap.cc/trends/mohan-babu-romance-with-old-actress/>
5. <https://brazzer.film/brazzer-film/%E0%A4%AA%E0%A5%89%E0%A4%B0%E0%A5%8D%E0%A4%A8-%E0%A4%B5%E0%A5%80%E0%A4%A1%E0%A4%BF%E0%A4%AF%E0%A5%8B/Www%20telugu%20ravudu%20mohan%20babu%20mover%20sex%20videos>
6. <https://www.hotxxxbfsex.com/deepa-telghu-actress-mohan-babu-sex-kothamiru-movie/>
7. <https://wapbold.net/sex-videos/Meena-sex-with-mohan-babu-edited>
8. <https://indiansexbar.mobi/to-mohan-babu-movie/>



- v. Directions are given to the Google LLC to provide the plaintiff with the necessary details of defendant nos. 1 to 4 and defendant nos. 6 to 9.
- vi. The defendants are directed to take down all the infringing content as available in the links, which are attached as Annexure-A to the present order. In case, the said videos are not removed by the defendants within 72 hours, the Google LLC shall take appropriate action in that regard. The plaintiff is at liberty to inform Google/ YouTube in that regard.
62. Issue notice to the defendants by all permissible modes, upon filing of process fees, returnable on the next date of hearing.
63. Reply be filed within a period of four weeks, from the date of service.
64. Rejoinder thereto, if any, be filed within a period of two weeks, thereafter.
65. Compliance of Order XXXIX Rule 3 CPC, be done, within a period of one week, from today.
66. List before the Court on 15<sup>th</sup> May, 2025.

**MINI PUSHKARNA, J**

**DECEMBER 20, 2024/kr**



**Annexure-A**

**List of Infringing Links of the Defendants**

<b>Defendant No.</b>	<b>Defendant Name</b>	<b>Link</b>
<b>Defendant's Content as available on YouTube</b>		
1	phanumantu	<a href="https://www.youtube.com/watch?v=XMfBL0mIqv0">https://www.youtube.com/watch?v=XMfBL0mIqv0</a>
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