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

+ **CS(COMM) 23/2026**

BHUVAN BAM & ANR.

.....Plaintiffs

Through: Mr. Saurabh Seth, Mr. Shantanu Agarwal, Mr. Chandreyee Maitra, Ms. Allaka M., Mr. Raghav Thareja, Ms. Vineeth Penmetsa, Ms. Neelampreet Kaur and Mr. Kabir, Advocates.

versus

INKWYNK & ORS.

.....Defendants

Through: Mr. Garvit Khandelwal, Advocate for D-2.

Ms. Brinda Nagaraja and Mr. Angad Singh Makkar, Advocates for D-7.

Mr. Ripudaman Bhardwaj, CGSC for D-8 and D-9/UoI.

Mr. Aditya Gupta, Advocate for D-11/Google, LLC.

Mr. Manas Raghuvanshi, Advocate for D-12/Amazon.

Mr. Varun Pathak, Ms. Sana Banyal and Ms. Komal Pathak, Advocates for D-15/Meta Platforms, Inc.

Ms. Mishthi Dubey and Mr. Abhay Aren, Advocates for Meesho.

CORAM:

HON'BLE MS. JUSTICE JYOTI SINGH

ORDER

28.04.2026

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I.A. 11624/2026

1. This application is filed on behalf of Plaintiffs under Order I Rule 10 read with Section 151 CPC seeking impleadment of proposed Defendants No. 11 to 18.



2. During the course of hearing, it transpires that at this stage, no relief is sought against Meesho and hence, Meesho is not impleaded. Proposed Defendants No. 11 to 18, save and except, Meesho are impleaded in the array of parties as Defendants No.11 to 17. Amended memo of parties be filed within two days from today.

3. Application stands disposed of.

I.A. 11625/2026

4. This application is filed on behalf of Plaintiffs under Order VI Rule 17 read with Section 151 CPC seeking amendment of plaint.

5. Issue notice.

6. Counsels, as above, accept notice on behalf of the respective Defendants.

7. For the reasons stated in the application, the same is allowed.

8. Application stands disposed of.

CS(COMM) 23/2026

9. Amended plaint is taken on record. It will be open to the original Defendants to file written statements to the amended plaint.

10. Issue summons.

11. Counsels, as above accepts summons on behalf of Defendants No. 11, 12 and 15, respectively. Written submissions, if any, be filed by the said Defendants within four weeks from today.

12. Upon filing of process fee, issue summons to newly impleaded Defendants No. 13, 14, 16 and 17 through all permissible modes, returnable before the learned Joint Registrar on 11.05.2026, the date already fixed.

13. Summons shall state that the written statements shall be filed by Defendants No. 13, 14, 16 and 17 within 30 days from the receipt of



summons along with affidavits of admission/denial of the documents filed by the Plaintiffs.

14. It will be open to the Plaintiffs to file replications within 30 days from the date of receipt of written statements along with affidavits of admission/denial of documents filed by Defendants No. 13, 14, 16 and 17.

15. If any of the parties wish to seek inspection of any documents, the same be sought and given the timeline prescribed in Delhi High Court (Original Side) Rules, 2018.

16. Learned Joint Registrar will carry out admission/denial of documents and marking of exhibits.

I.A. 11547/2026

17. This application is filed on behalf of Plaintiffs under Order XXXIX Rules 1 and 2 read with Section 151 CPC seeking grant of *ex parte* ad interim and dynamic injunction against continuing digital infringement.

18. Issue notice.

19. Counsels, as above, accept notice on behalf of Defendants No. 11, 12 and 15, respectively. Written submissions, if any, be filed within four weeks from today.

20. Notice be issued to remaining newly added Defendants No. 13, 14, 16 and 17 through all permissible modes, returnable on 03.08.2026.

21. By order dated 13.01.2026, Court granted *ex parte* ad interim injunction in favour of the Plaintiffs restraining Defendants No. 1 to 7 and 10 from exploiting Plaintiff No.1's name, images and characters portrayed by him on screen as also name of Plaintiff No.2 for commercial or personal gains and from selling or offering for sale any merchandise through any means whatsoever using registered trademarks BB Ki Vines (Bhuvan Bam)



and BB Ki Vines. This application is filed by the Plaintiffs on discovery of further and continuing instances of unauthorized exploitation of Plaintiff No.1's personality rights, image, characters, voice etc., across various online platforms including deepfake and infringing videos as also infringing commercial listings on e-commerce websites etc.

22. Having heard learned counsel for the Plaintiffs and on examination of the documents, screenshots etc., placed on record, I am of the view that Plaintiffs have established a *prima facie* case and balance of convenience also lies in favour of the Plaintiffs and in case the injunction sought is not granted, irreparable harm shall be caused to the Plaintiffs as also to innocent members of the public.

23. Learned counsels for the Defendants appearing in Court have taken objection to take down of some URLs, as according to them, they fall under the exceptions and are in the realm of parody and caricature. This issue will be considered on the next date after hearing submissions of all the parties. At this stage, the following directions are issued:

- (a) Defendant No. 10/John Doe is further restrained till the next date of hearing from creating, publishing, communicating, posting, offering for sale, disseminating, circulating or otherwise exploiting any content, merchandise, publication or digital material that infringes Plaintiff No.1's personality/publicity rights and/or Plaintiffs' rights in registered trademarks and copyright;
- (b) Defendant No. 11/Google LLC is directed to take down URLs enumerated at serial nos. 1-6 in **Annexure-A** and Defendant No. 13/Flipkart shall take down URLs enlisted at serial nos. 7 and 8 in **Annexure-A**;



(c) Defendant No. 14/Spotify India LLC shall take down URLs enlisted at serial nos. 9 to 11 of **Annexure-A** and Defendant No. 15/Meta Platforms, Inc. shall take down URLs enlisted at serial nos. 12 to 14 of **Annexure-A**; and

(d) Defendant No. 16/BeeTrendy shall take down URL at serial no. 15 of **Annexure-A** and Defendant No. 17/Swag Shirts shall take down URL at serial no. 16 of **Annexure-A**.

24. Defendants No. 11 to 17, save and except Defendant No.12 shall take necessary action, as directed above, within 36 hours from the date of receipt of copy of this order and file compliance affidavits within four weeks thereafter.

25. Plaintiffs shall comply with the provisions of Order XXXIX Rule 3 CPC within a period of one week from today.

JYOTI SINGH, J

APRIL 28, 2026/AK



Annexure-A

Defendant No. 11 (YouTube/Google LLC)	
1.	https://www.youtube.com/shorts/y85Ne2h9tj8
2.	https://www.youtube.com/shorts/J8FIAXrpeVg
3.	https://www.youtube.com/shorts/AiLLphnQuNI
4.	https://www.youtube.com/shorts/wb0qt-eSTHA
5.	https://www.youtube.com/watch?v=oB2NtgF3vx8
6.	https://www.youtube.com/watch?v=fosILgyfb_A
Defendant No. 13 (Flipkart)	
7.	https://www.flipkart.com/bhuvan-bam-hd-poster-collab-12x18inch-paper-print/p/itm613bf506cfd2f?pid=POSHB2GZ2G6R5PUH&marketplace=FLIPKART&cmpid=product.share.pp&lid=LSTPOSHB2GZ2G6R5PUHEX7BG5
8.	https://www.flipkart.com/mr-uvd-bb-ki-vines-popular-dialogue-ceramic-coffee-mug/p/itm2e40fec84181d?pid=MUGG9HV43DNRCGSC&marketplace=FLIPKART&cmpid=product.sp&lid=LSTMUGG9HV43DNRCGSCI0WAMK
Defendant No.14 (Spotify India LLP)	
9.	https://open.spotify.com/playlist/7eNYIvPdQttFR1KojqPJex?si=ARnLLuxDSFKWHLCLHP2w
10.	https://open.spotify.com/playlist/2V9zrTieymJqciLNZ7Z66z?si=IIqaLmv8SOyaEWR4ls_DHA



11.	https://open.spotify.com/show/6rAtewI6f0rk3g4krxX7iE?si=9b216bdca2b94073
Defendant No.15 (Meta Platforms, Inc.)	
12.	https://www.instagram.com/reel/DTfbyqmCfcd/?igsh=M2xycnNuNHliZGUx
13.	https://www.instagram.com/reel/DUyRjE7iKkO/?igsh=MWlnZWZtbW90ZG9heA%3D%3D
14.	https://www.instagram.com/p/DUXadJMDErj/?igsh=NDUxZDBiZXl1Njgz
Defendant No.16 (BeeTrendy)	
15.	https://beetrendy.com/products/bhuvan-bam-influencers-mobile-skin-wrap-boll0026?srsltid=AfmBOooxCT-tZvxWJ4ooxBtmxWHBI7RDRIyX8w40T64asNG0bYCG2Xp available at www.beetrendy.com
Defendant No.17 (Swag Shirts)	
16.	https://www.swagshirts99.com/product/bhuvan-bam-t-shirt-8/ available at www.swagshirt.com