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* **IN THE HIGH COURT OF DELHI AT NEW DELHI**
+ **CS(COMM) 496/2026**

GREENHORN WELLNESS PRIVATE LIMITEDPlaintiff
Through: Mr. Mohit Goel, Mr. Kartikeya Tandon
and Mr. Arpit Pundir, Advocates.
versus

ZBULLET ENTERPRISES LIMITED AND ORSDefendants
Through: Mr. Sidharth Chopra, Mr. Sudarshan
MJ, Mr. Abhinav Bhalla and Mr. Angad
singh Makkar, Advocates for D-1.
Ms. Mamta Rani Jha, Mr. Rohan Ahuja,
Ms. Shruttima Ehersa and Ms. Jahanvi
Agarwal, Advocates for D-4.

CORAM:
HON'BLE MR. JUSTICE TUSHAR RAO GEDELA

ORDER
11.05.2026

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I.A. 13063/2026 (Additional Documents)

1. The present application has been filed on behalf of the plaintiff under Order XI Rule 1(4) of the Code of Civil Procedure, 1908 (hereinafter referred to as 'CPC') as applicable to commercial suits under the Commercial Courts Act, 2015 (hereinafter referred to as 'CC Act') seeking leave to place on record additional documents.
2. The plaintiff is permitted to file additional documents in accordance with the provisions of the CC Act and the Delhi High Court (Original Side) Rules, 2018.
3. Accordingly, the application stands disposed of.

I.A. 13064/2026 (Exemption from filing clearer copies of the documents)

4. This is an application filed on behalf of the plaintiff under Section 151 of



CPC seeking exemption from filing clearer copies of the documents mentioned in para 3 of the present application.

5. Exemption allowed, subject to just exceptions. However, true typed/translated/clear copies of the documents with proper margins be filed within four weeks with an advance copy to the defendants.

6. The application stands disposed of.

I.A. 13065/2026 (Pre-Institution Mediation)

7. This is an application filed by the plaintiff seeking exemption from instituting pre-litigation Mediation under Section 12A of the CC Act.

8. As the present matter contemplates urgent interim relief, in light of the judgment of the Supreme Court in *Yamini Manohar vs. T.K.D. Keerthi: (2024) 5 SCC 815*, exemption from the requirement of pre-institution Mediation is granted.

9. The application stands disposed of.

I.A. 13066/2026 (Seeking leave to file redacted documents)

10. This is an application filed by the plaintiff under Section 151 of CPC seeking leave to file redacted documents.

11. For the reasons stated therein, the application is allowed. However, redacted documents with proper margins be filed within four weeks with an advance copy to the defendants.

12. Application stands disposed of.

I.A. 13067/2026 (Seeking Additional time to file Court fees)

13. The present application has been filed by the plaintiff under Section 149 read with Section 151 of CPC, seeking exemption from payment of Court Fees at the time of the filing of the suit.

14. Considering the submissions made in the present application, an extension of two weeks is granted to affix the requisite court fees.

15. The application stands disposed of.



I.A. 13068/2026 (Extension of time for filing affidavit under Section 63(4)(c) of the Bharatiya Sakshya Adhiniyam, 2023)

16. The present is an Application filed by the Plaintiff under Section 151 of the CPC seeking extension of time for filing affidavit under Section 63(4)(c) of the Bhartiya Sakshya Adhiniyam, 2023.

17. The Plaintiff is permitted to file the affidavit under Section 63(4)(c) of the Bhartiya Sakshya Adhiniyam, 2023, within a period of four weeks.

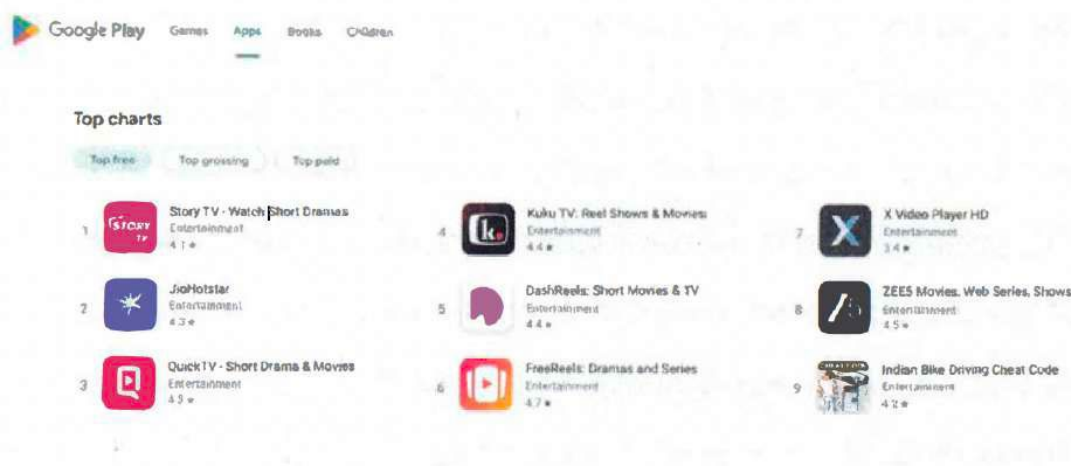
18. Accordingly, the application stands disposed of.

I.A. 13062/2026 (Order XXXIX Rules 1 & 2, CPC)

19. Present application has been filed on behalf of the plaintiff under Order XXXIX Rules 1 & 2 of CPC, 1908 seeking *ex-parte ad-interim* injunction against the defendants.

20. Plaintiff claims that it is a private limited company incorporated on 20.02.2020 under the Companies Act, 2013, engaged in the business of developing, curating, and disseminating digital entertainment content through technology-driven platforms. The plaintiff owns and operates a digital content platform “StoryTV”, a leading micro-drama platform offering short, one-minute episodic drama, which content is accessible through its mobile application – “Story TV – Watch Drama Shows” and through its website <https://storytv.asia/>.

21. Plaintiff claims that in less than a year since its launch in July 2025, the StoryTV Platform has become India’s fastest-growing short drama platform with over 3.7 crore installs and has achieved the “#1 top free app” ranking on the Google Play Store. The screenshot that it tops the charts as detailed in para 6 of the plaint is extracted hereunder:-





22. The plaintiff has commissioned, produced, and launched over 500 microdrama series across diverse genres, and has entered into strategic partnerships with prominent industry names including Ms. Ekta Kapoor, Balaji Telefilms, Applause Entertainment, and Zee Entertainment. The StoryTV Platform boasts over 10 crore downloads, 1.1 crore unique subscribers, and over 3.2 crore trial package purchases.

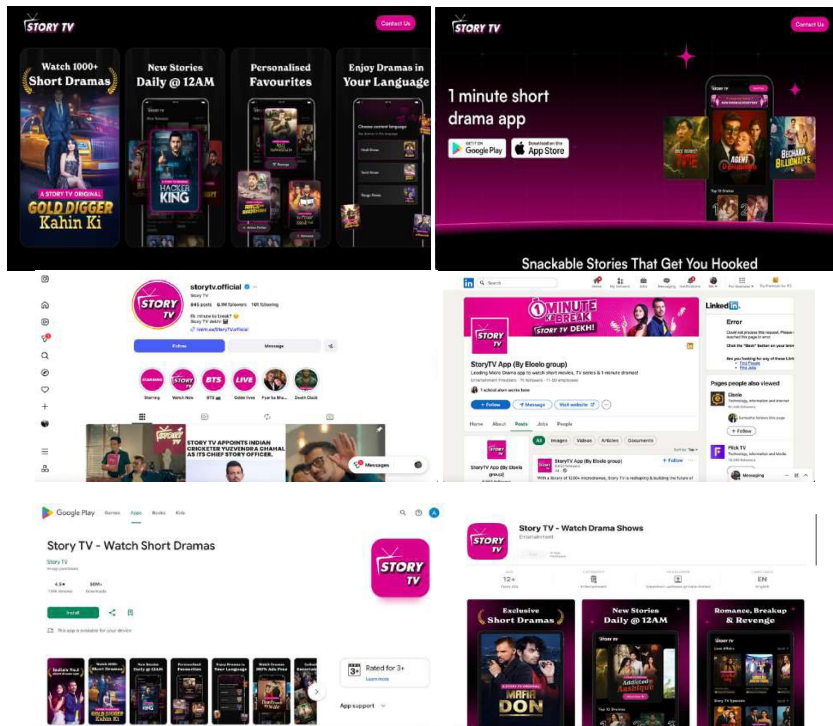
23. Plaintiff further claims that it commissions and acquires rights in various original and derivative audio-visual works, including micro-drama series, cinematograph films, posters, stills and promotional materials. Such works are created either through work-made-for-hire/master service agreements executed with production houses and content creators or through valid license agreements entered into with third parties. Accordingly, by virtue of Sections 14 and 17 of the Copyright Act, 1957, the plaintiff is the exclusive owner and rights holder in the said Copyright Works, including the exclusive right to reproduce, distribute, communicate to the public and commercially exploit the same.

24. Plaintiff claims that it owns and/or has exclusive rights in content titles as enumerated in para 12 of the plaint which is extracted hereunder:-



S.No.	Copyright Work	Date of Publication
1.	Ameerzade Ka Badla	24 Mar 2026
2.	Professor ka Comeback	5 Mar 2026
3.	Jhaaduwalla Crorepati	20 Mar 2026
4.	Trillionaire VS Gold Digger	10 Feb 2026
5.	Gold Digger Bye Bye	25 Dec 2025
6.	Khushiyon ka Badshah	18 Mar 2026

25. Plaintiff claims that it also uses and promotes its distinctive trademarks, including – A STORY TV ORIGINAL/  / STORYTV and  and associated formative/device marks (hereinafter referred to as “StoryTV Marks”), in relation to its platform, content offerings and promotional activities. The StoryTV Marks are prominently displayed on the Plaintiff’s mobile application, website, social media platforms and associated digital assets. The screenshot of plaintiff’s website as enumerated in para 14 of the plaint is extracted hereunder:






26. Plaintiff further claims that by virtue of continuous, extensive and uninterrupted use, substantial promotional efforts and the immense popularity of the plaintiff's platform and content, the StoryTV Marks have become exclusively associated with the Plaintiff and have acquired significant goodwill and reputation. The Plaintiff has also applied for statutory protection of the StoryTV Marks in multiple classes under the Trade Marks Act, 1999.

27. Plaintiff claims that due to their widespread goodwill and reputation, the customers and traders associate the StoryTV Marks exclusively with the plaintiff. The plaintiff has acquired common law rights through honest adoption, extensive continuous use, and extensive promotion. The exclusivity conferred through common law rights has in turn assured consumers about the source and quality of the services under the StoryTV Marks. The plaintiff claims to have invested huge sums of money, time, and effort in producing and/or acquiring the Copyright Works and in promoting and popularizing the Copyright Works under the StoryTV Marks. On account of continuous, extensive, uninterrupted use, as well as the excellent quality of its content and other products and services under the said trade mark, StoryTV Marks have come to be exclusively and inextricably associated with the plaintiff and no one else.

28. Plaintiff claims that they have filed applications before Trade Mark Registry for the StoryTV Marks, which are extracted below as detailed in para 17 of the Act:

Sr.No.	Mark	Application no.	Class	Status
1	Story TV	7365768	41	Objected
2	StoryMax	7442638	41	Formalities Check Pass
3	StoryTV- EK minute ka break, StoryTV dekh!	7656495	35	Formalities Check Pass
4		7656499	38	Send to Vienna



				Codification
5	STORY MAX	7656483	35	Send to Vienna Codification

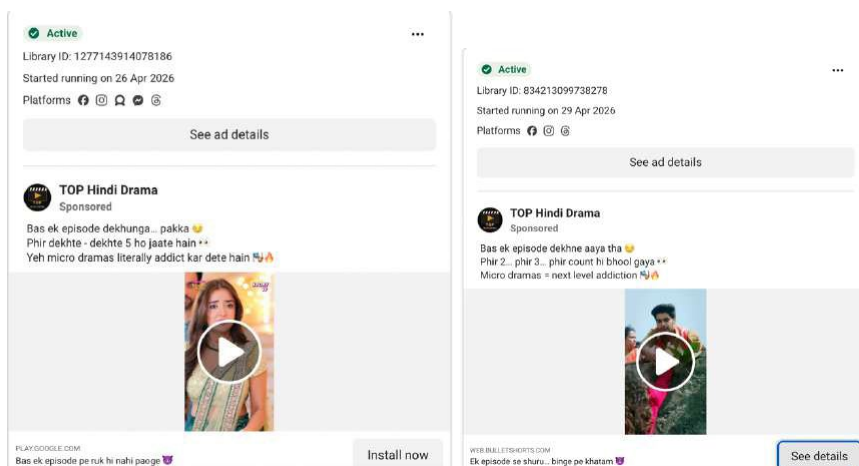
29. Plaintiff claims that it maintains an active and extensive presence on several prominent social media platforms, with the aim of engaging with its customers and promoting its services. The said social media platforms include a presence on Facebook, LinkedIn, YouTube and Instagram, all of which prominently feature the StoryTV Marks. The Plaintiff's LinkedIn account has more than seven thousand (7,000) followers and the Plaintiffs' Facebook account is followed by more than 1.2 million users (12,00,000). The YouTube account and Instagram account of the Plaintiff is followed by 495 thousand (4,95,000) users and 6.1 million (61,00,000) users respectively.

30. Plaintiff claims that in the first week of May, 2026, it discovered that defendant no.1, offers identical services as that of the plaintiff, i.e., publishing short movies/ audio visual content through its mobile application i.e. Bullet – Micro Drama OTT and website i.e. <https://www.bulletshorts.com/>. Defendant no.2 is claimed to be operating an account by the name of "Top Hindi Drama" on the platform of defendant no.3. Defendant no.2 is providing advertisement services to defendant no.1. Defendant no.2 is running video advertisements on the social media platform operated by defendant no.3 as also other social media platforms such as Instagram, Threads, Messenger etc.

31. Plaintiff claims that the infringing defendants have been disseminating the infringing advertisements, particularly on defendant no.3's Facebook platform, that prominently feature clips from the plaintiff's Copyright Works, including the visible display of the plaintiff's StoryTV Marks, accompanied by call-to-action buttons i.e. "Install Now"/ "See Details" that redirect unsuspecting users either to defendant no.1's Bullet Mobile Application on the Google Play Store operated by defendant no.4, or to the Bullet Website. Upon



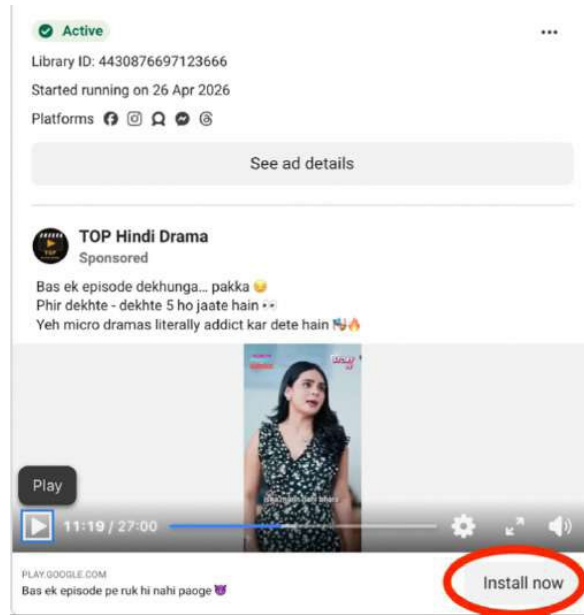
installation, users are prompted to make a nominal payment of Rs. 1/-, and upon doing so, are automatically enrolled in a three-month subscription plan priced at Rs. 699/-. Critically, none of the plaintiff's Copyright Works are actually available on defendant no.1's platform. The plaintiff has till date identified sixteen (16) specific infringing advertisements on Facebook, and apprehends that additional infringing advertisements may exist across other platforms operated by defendant no.3 including Instagram, Threads, Messenger, and the Meta Audience Network. These advertisements are being run as "Sponsored" promotions under the labels such as "Top Hindi Dramas". The screenshots of the infringing advertisements, disseminated on the Facebook platform by the infringing defendants, has been reproduced below:



Plaintiff claims that these infringing advertisements are accompanied by promotional messages such as "Bas ek episode dekhunga... pakka Phir dekhte - dekhte 5 ho jaate hain Yeh micro dramas literally addict kar dete hain".

32. Plaintiff claims that para 40 of the plaint describes how the defendant no.1 is giving effect to its infringing activities which are extracted hereunder:

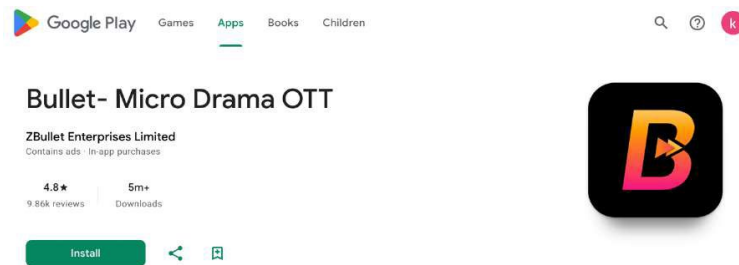
Step-1



<https://www.facebook.com/ads/library/?id=4430876697123666>

The Infringing Advertisement provides a call-to-action button – Install Now

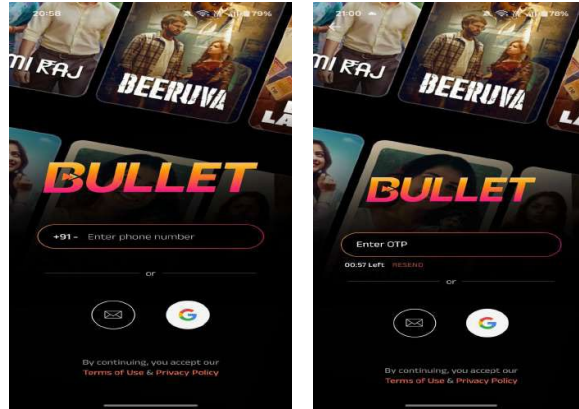
Step-2



<https://play.google.com/store/apps/details?id=com.bulletshorts>

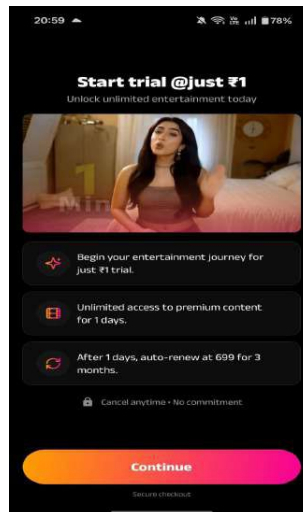
Upon Clicking the Install Now button the unsuspecting users are directed to Defendant No.1's Bullet Mobile Application on Defendant No.4's Platform.

Step-3



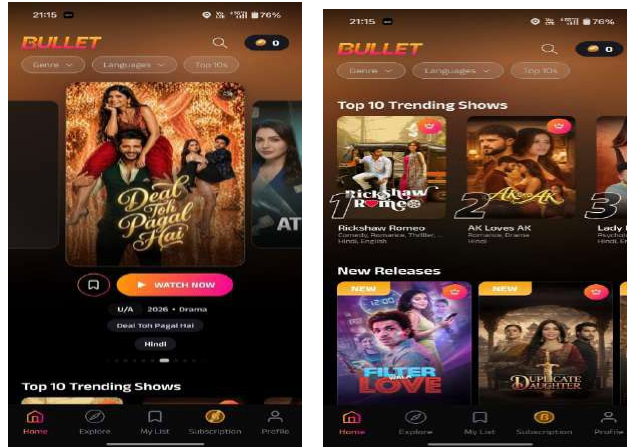
Upon installing the Bullet Mobile Application, users are prompted to enter their phone number and are thereafter sent an OTP on their number.

Step-4



On providing the OTP received on their mobile numbers, users are offered a so-called trial and are mandatorily required to make a nominal payment of Rs.1.

Step-5



Upon completion of registration and payment, users gain access to unrelated or generic content, none of which corresponds to or includes the Plaintiff's Copyright Works. The users are automatically enrolled in a three-month subscription plan priced at Rs. 699.

33. Plaintiff claims that this deceptive practice constitutes what is commonly referred to in the digital advertising industry as “engagement farming” or “traffic diversion,” wherein the content, goodwill, reputation, and recognizability of a well-known brand are unlawfully exploited to induce user engagement and drive illegitimate mobile application downloads and internet traffic. The infringing advertisements featuring clips from the plaintiff’s works are a deliberate attempt to deceive the public and lure users into downloading the Bullet Mobile Application under false pretences. By misusing the plaintiff’s Copyright Works and StoryTV Marks, the infringing defendants seek to falsely project an association with the plaintiff, divert user traffic, and build its own subscriber base by exploiting the plaintiff’s goodwill and consumer trust.

34. Predicated on the above, the plaintiff seeks an *ex-parte ad-interim* injunction.

35. Heard Mr. Mohit Goel, learned counsel for the plaintiff and perused the documents and pleadings on the record.



36. From the pleadings in the plaint and the documents placed on record coupled with the narrative tendered as to the manner and *modus operandi* employed by the defendant no.2, it appears that the defendant no.2 has, *prima facie*, unauthorizedly floated advertisement services for the defendant no.1 on various social media platforms like Facebook, Instagram etc. whereby the infringing activities are conducted. It appears that the defendant no.2 takes selective portions out of the plaintiff's copyright works and in some such infringing advertisements also prominently displays the StoryTV Marks accompanied by call-to-action buttons i.e. "install now"/ "see details" that redirect unsuspecting users either to defendant no.1's Bullet Mobile Application on the Google play store operated by defendant no.4, or to the Bullet Website. Once the app is installed, the users are prompted to make a nominal payment of Rs.1/- and are subsequently enrolled in a three months subscription plan at Rs.699/-.

37. While the infringing advertisements display feature clips alongwith the StoryTV Marks of the plaintiff to lure the consumers/users, however, the moment the user is entrapped by making a nominal payment of Rs.1/-, the unsuspecting consumers are redirected to defendant no.1's Bullet Mobile Application on the Google play store operated by defendant no.4, or to the Bullet Website, which has no relation or nexus with the plaintiff. It is apparent that defendant no.2 is not only infringing the StoryTV Marks adopted and used by the plaintiff but also is infringing the copyright of the plaintiff in the short dramas created by it and are original artistic works belonging to the plaintiff.

38. It appears that the defendant no.2 has unlawfully adopted the aforesaid *modus operandi* to gain unlawful financial benefits from unsuspecting consumers/users and to unjustly enrich itself, and perhaps defendant no.1 as well.

39. Thus, it appears that the plaintiff has been able to establish a *prima facie*



strong case against the defendants. Having regard to the *modus operandi* undertaken by the defendant no.2, without obtaining any permission or license from the plaintiff to use either the story TV mark or the prominent feature clips of the plaintiff's short dramas in which the plaintiff has copyright as an owner of the original artistic work, the balance of convenience is tilted in favour of the plaintiff. The plaintiff shall suffer irreparable loss and injury which may not be adequately compensated in monetary terms in case an *ex-parte ad-interim* injunction order is not passed against the defendant.

40. Accordingly, the following directions are passed:

- a. Defendant Nos.2 and 5, their owners, proprietors, partners, servants, employees, agents, or any other persons acting for and on their behalf, or claiming through, by or under them, are restrained from reproducing, distributing, publishing, adapting or using in any manner whatsoever, any of the Plaintiff's Copyright Works, including the Copyright Works identified at paragraph 12, including in any advertisement, online campaign and digital platform.
- b. Defendant Nos.2 and 5, their owners, proprietors, partners, servants, employees, agents, or any other persons acting for and on their behalf, or claiming through, by or under them, from using, directly or indirectly, the Plaintiff's StoryTV Marks and/ or any other mark identical/deceptively similar to the Plaintiff's StoryTV Marks.
- c. Defendant no.3 is directed to forthwith take down and block the Infringing Advertisements identified at paragraph 34 of the plaint that contains or reproduces any of the Plaintiff's Copyright Works and StoryTV Marks and is available on or is published or is appearing for being viewed on Facebook, Instagram, Messenger, Threads, Audience Network or any other platform under its control.



d. Direct Defendant No.3 to disclose all details of the persons operating Defendant No.2 social media account across all its platforms, including Facebook, and block/suspend Defendant No.2 social media accounts on its platforms.

41. If any further websites are discovered by the plaintiff during the pendency of the suit, the plaintiff is at liberty to communicate the details of such websites, including their domain names and URLs to defendant no.3. Upon receiving such intimation from the plaintiff, alongwith supporting evidence, defendant nos.3 are directed to forthwith lock or suspend the domain name registrations of such newly discovered infringing websites. In case of any impediment, defendant nos.3 are at liberty to intimate the plaintiff who is at liberty to approach this Court for further orders.

42. For any further infringing websites discovered by the plaintiff, which are found to be offering or dealing in the plaintiff's original content, the plaintiff shall be at liberty to approach the learned Joint Registrar (Judicial) by filing an appropriate application under Order I Rule 10, CPC for impleadment of such infringers.

43. For extension of the present *ex-parte ad-interim* injunction against such newly discovered infringers, the plaintiff shall also be at liberty to approach this Court in accordance with law.

44. If any website, which is not primarily an infringing website, is blocked in pursuance of this Order, it is permitted to approach the Court by giving an undertaking that it does not intend to do any illegal dissemination of the content over which the plaintiff has copyright and the Court would consider modifying the injunction if the facts and circumstances so warrant.

45. Issue notice.

46. Mr. Sidharth Chopra, learned counsel appears on advance service and accepts notice on behalf of the defendant no.1. He states, on instructions, that



defendant no.1 has no affiliation, authorisation, contractual arrangement, financial linkage or operational relationship with defendant no.2 and has not instructed, commissioned, approved or incentivised the defendant no.2 to upload or circulate the impugned direction.

47. In fact, he further states that in case defendant no.3 can be directed to disclose all details, defendant no.1 too would welcome it since defendant no.1 claims to be also suffering similar issues.

48. Let a reply to this application be filed by the defendants within four weeks from service. Rejoinder, thereto, if any, be filed within two weeks thereafter.

49. Compliance of Order XXXIX Rule 3 of CPC shall be done within ten days from date.

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50. Let the plaint be registered as a suit.

51. Issue summons.

52. Mr. Sidharth Chopra and Ms. Mamta Rani Jha, learned counsel enter appearance on behalf of defendant no.1 and defendant no.4 respectively, and accept summons and waives the issuance of formal summons.

53. Upon filing of the process fee, issue summons of the suit to the remaining defendants through all permissible modes.

54. Written Statement shall be filed by the defendants within 30 days from the date of the receipt of summons. Alongwith the Written Statement, the defendants shall also file Affidavit of Admission/Denial of the documents of the plaintiff, without which the Written Statement shall not be taken on record.

55. Liberty is granted to the plaintiff to file Replication, if any, within 30 days from the receipt of the Written Statement. Along with the Replication filed by the plaintiff, an Affidavit of Admission/Denial of the documents of defendants be filed by the plaintiff, without which the Replication shall not be



taken on record.

56. In case any party is placing reliance on a document, which is not in their power and possession, its details and source shall be mentioned in the list of reliance, which shall also be filed with the pleadings.

57. If any of the parties wish to seek inspection of any documents, the same shall be sought and given within the prescribed timelines.

58. List before the Joint Registrar (Judicial) on 11.08.2026 for completion of service and pleadings.

59. List before the Court on 13.10.2026.

TUSHAR RAO GEDELA, J

MAY 11, 2026/rl