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

+ **CS(COMM) 15/2026**

LIVING MEDIA INDIA LIMITED AND ANRPlaintiffs
Through: Mr. Rahul Beruar, Ms. Nidhi Jain,
Ms. Manini Sidhu and Ms. Aeshna Raghuwanshi,
Advocates.

versus

CHARCHA AAJ KIDefendant
Through:

CORAM:
HON'BLE MS. JUSTICE JYOTI SINGH

ORDER

% **09.01.2026**

I.A. 516/2026 (Exemption)

1. Allowed, subject to all just exceptions.
2. Application stands disposed of.

I.A. 515/2026

3. On account of the urgent relief prayed for by the Plaintiffs which needs hearing today, Plaintiffs are exempted from serving advance notice on Defendant.

4. Application is allowed and disposed of.

I.A. 514/2026 (u/S 149 r/w Section 151 CPC)

5. This application is filed on behalf of the Plaintiffs seeking extension of time for filing the court fees.

6. For the reasons stated in the application, Plaintiffs are permitted to file requisite Court Fees within a period of two weeks from today.

7. Application is allowed and disposed of.



I.A. 511/2026 (u/S 12A(1) Commercial Courts Act, 2015 r/w Section 151 CPC)

8. This application is filed on behalf of the Plaintiffs seeking exemption from Pre-Institution Mediation.

9. Having regard to the facts of the present case wherein urgent relief is prayed for and in light of the judgment of Supreme Court in *Yamini Manohar v. T.K.D. Keerthi, (2024) 5 SCC 815*, as also Division Bench of this Court in *Chandra Kishore Chaurasia v. RA Perfumery Works Private Ltd., 2022 SCC OnLine Del 3529*, exemption is granted to the Plaintiffs from Pre-Institution Mediation.

10. Application is allowed and disposed of.

I.A. 513/2026 (u/O XI Rule 1(4) r/w Section 151 CPC)

11. This application is filed on behalf of the Plaintiffs for filing the additional documents under Order XI Rule 1(4) read with Section 151 CPC.

12. Plaintiffs, if it wishes to file additional documents at a later stage, shall do so strictly as per provisions of Commercial Courts Act, 2015.

13. Application is allowed and disposed of.

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14. Let plaint be registered as a suit.

15. Upon filing of process fee, issue summons to the Defendant, through all permissible modes, returnable before the learned Joint Registrar on 11.03.2026.

16. Summons shall state that the written statement shall be filed by the Defendant within 30 days from the receipt of summons along with affidavit of admission/denial of the documents filed by the Plaintiffs.

17. It will be open to the Plaintiffs to file replication within the stipulated



time from the date of receipt of written statement along with affidavit of admission/denial of documents filed by the Defendant.

18. If any of the parties wish to seek inspection of any documents, the same be sought and given as per the Delhi High Court (Original Side) Rules, 2018.

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

I.A. 512/2026

20. This application is filed on behalf of the Plaintiffs under Order XXXIX Rules 1 and 2 read with Section 151 CPC for grant of an *ex-parte ad-interim* injunction against the Defendant.

21. Issue notice to the Defendant, through all permissible modes, returnable before Court on 26.02.2026.

22. Plaintiff No.1 is a company incorporated under the Companies Act, 1956 and is stated to be one of the major media Corporations in India, engaged in diverse business activities ranging from printing, publishing of magazines, journals, periodicals and newspapers to running of news channels etc. Plaintiff No.2 is the subsidiary of Plaintiff No.1 and operates in popular electronic news channels including the news channel 'AAJ TAK' under an arrangement with Plaintiff No.1 as also FM radio channels.

23. It is stated that Plaintiffs are pioneers in starting one of the first 24-hour private Hindi news channel in India under the marks 'AAJ TAK' and



, which has continued to dominate the media space since the launch on 31.12.2000. Plaintiff No.1 adopted and first used the mark 'AAJ TAK'/'आज तक' in 1995, when a 30-minute news programme was launched



on DD Metro of Prasar Bharti Broadcasting Corporation. In January, 2021, with a view to celebrate their journey of 25 years in the industry, Plaintiffs

adopted the formative mark  i.e. the trademark , with the brand 'आज तक', enclosed with a silver border to represent their silver anniversary.

24. It is stated that Plaintiffs have secured registrations to protect their statutory rights for word marks 'AAJ TAK' and 'आज तक' as well as other formative marks, most of them comprising of 'AAJ TAK' and 'आज तक' as dominant and essential elements, with the earliest registration being obtained in Class-09 on 20.09.1995 by Plaintiff No.1. The registrations obtained by the Plaintiffs are as follows:-

Sl No.	Trade Mark No.	Trade Mark	Registered Proprietor	Class	Status
1.	3941238		Plaintiff No. 1	1 to 45	Registered & valid up to 11/09/2028
2.	5143436		Plaintiff No. 1	16	Registered & Valid up to 22/09/2031
3.	5143435		Plaintiff No. 1	9	Registered & Valid up to 22/09/2031



9.	5143432		Plaintiff No. 1	35	Registered & Valid up to 22/09/2031
10	5143433		Plaintiff No. 1	38	Registered & Valid up to 22/09/2031
11	5143434		Plaintiff No. 1	41	Registered & Valid up to 22/09/2031
12	3684619		Plaintiff No. 2	38	Registered & valid up to 22/11/2027
13	3843450		Plaintiff No. 2	38	Registered & valid up to 25/05/2028



14	3843452		Plaintiff No. 2	38	Registered & valid up to 25/05/2028
15	3976061		Plaintiff No. 2	38	Registered & valid up to 17/10/2028
16	990586		Plaintiff No. 1	9	Registered & valid up to 15/02/2031
17	1081233		Plaintiff No. 1	16	Registered & valid up to 18/02/2032
18	1346131		Plaintiff No. 1	16	Registered & valid up to 22/03/2035



19	1346132		Plaintiff No. 1	38	Registered & valid up to 22/03/2035
20	1346133		Plaintiff No. 1	41	Registered & valid up to 22/03/2035
21	3052075		Plaintiff No. 1	9	Registered & valid up to 10/09/2025
22	3052077		Plaintiff No. 1	16	Registered & valid up to 10/09/2025
23	3052083		Plaintiff No. 1	38	Registered & valid up to 10/09/2025



24	3052085		Plaintiff No. 1	41	Registered & valid up to 10/09/2025
25	1468788		Plaintiff No. 2	38	Registered & valid up to 11/07/2026
26	1468802		Plaintiff No. 2	41	Registered & valid up to 11/07/2026
27	3843451		Plaintiff No. 2	38	Registered & valid up to 25/05/2028
28	4188177		Plaintiff No. 2	9, 16, 25, 35, 38	Registered & valid up to 27/05/2029



				and 41	
29	3654533		Plaintiff No. 2	38	Registered & valid up to 11/10/2027

25. It is stated that in light of the statutory registrations in the marks



, and as well as other formative marks in relation to the goods and services for which they are registered, Plaintiffs are solely and exclusively entitled to use these trademarks and prevent third parties from infringing them. Owing to decades long usage, zealous promotion and advertisement and consequent widespread popularity, goodwill and reputation garnered by the Plaintiffs' in 'AAJ TAK' trademarks, the mark 'AAJ TAK' has been declared as a 'well-known mark' as defined under Section 2(1)(zg) of Trade Marks Act, 1999 ('1999 Act') and has been included in the list of well-known trademarks published by Trade Marks Registry. Given the well-known status of the mark, the trademarks enjoy a high degree of protection against infringement by third parties. On gaining information that Defendant is infringing the marks of the Plaintiffs and passing off its services as that of the Plaintiffs, present suit has been instituted.

26. Learned counsel for the Plaintiffs stated that Plaintiff No.1 conceived



and adopted the word mark 'AAJ TAK' in 1995 and the same has been used continuously and consistently since then. Plaintiffs also conceived a distinct logo and composite mark which comprises of words 'AAJ TAK' written in Hindi in a unique font in white colour against a solid red background with a unique black outer lining/frame which is inherently distinctive of the Plaintiffs and their news channels and allied goods and services. Therefore,

apart from the device marks *per se* i.e. ,  and  in English, Hindi and various other vernacular languages, the composite mark

 in its entirety as well as the device mark  and the distinctive colour combination being the dominant and essential elements of the Plaintiffs' brand have acquired a secondary meaning and are associated with the Plaintiffs. No disclaimers have been imposed on the use of the

device mark  by the Trade Marks Registry while granting registration.

27. It is urged that the news channel 'AAJ TAK' has been voted the best Hindi news channel for almost two decades since 2001 by Indian Television Academy and this apart, number of awards have been conferred such as Indian Telly Awards, Indian Television Awards, etc. Plaintiffs have spent colossal resources in terms of time, human intellect and money to promote

their brand  and  including 'AAJ TAK' trademarks. Promotional expenses incurred between the years 2020 to 2025 are to the



tune of Rs.7.22 crores and the revenue generated in the said period is to the tune of Rs.516.38 crores in 2024-25 from Rs.474.53 crores in 2020-21.

28. It is further urged that in December, 2025, Plaintiffs learnt of a third party digital news channel 'Charcha Aaj Ki' offering news services on JIO

TV platform using the device mark , which is deceptively similar

to Plaintiffs' registered device marks , , and .

Investigation revealed that the impugned mark is prominently and extensively used by the Defendant on the news portal where it is hosting, publishing and disseminating various news articles, snippets and updates as also on its website www.charchaaajki.in and other social media handles including Facebook, Instagram and YouTube, without any authorization from the Plaintiffs. The YouTube news channel was created on 31.10.2022 as per information received. It is urged that an overall comparison of Plaintiffs' trademarks and impugned mark shows stark and striking similarities and trade channels being common with common viewers, confusion in the general public is inevitable.

29. Learned counsel fairly submits that the Plaintiffs do not have any objection to use of word mark 'चर्चा आज की', however, Defendant is not entitled to use the identical red-white-black colour combination as also

registered device mark  in the same manner, order and arrangement as used by the Plaintiffs. It is urged that since the impugned mark is similar/deceptively similar to Plaintiffs' marks, save and except, the words



'चर्चा आज की' and is used in the same space i.e in the field of news with common customer base, use of the mark by the Defendant amounts to infringement of the trademarks under Section 29(1) and (2) of the 1999 Act. Furthermore, Plaintiffs have by virtue of continuous, extensive and

uninterrupted use of mark  and other formative marks over decades, built a formidable goodwill and reputation and the intent of the Defendant in using the impugned mark is clearly to ride on the enviable reputation of the Plaintiffs by misrepresenting to the public that its mark is associated with the Plaintiffs and this act amounts to passing off, thereby violating common law rights of the Plaintiffs. In this background, it is prayed that an *ex parte ad interim* injunction be granted against the Defendant, restraining the Defendant from using the impugned mark with the device

mark  including the distinctive red-white-black colour combination in

the manner used by the Plaintiffs in their marks  and

 and other formative marks, in relation to its services on its channel and website as also all other social media and other platforms. Learned counsel places reliance on a number of orders passed by this Court where *ad interim* injunctions have been granted in favour of the Plaintiffs, restraining the Defendants from violating the statutory and common law rights of the Plaintiffs.

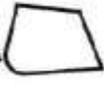
30. Having heard learned counsel for the Plaintiffs, I am of the view that



Plaintiffs have made out a *prima facie* case for grant of *ex parte ad interim* injunction. Balance of convenience lies in favour of the Plaintiffs and in case interim relief is not granted, Plaintiffs will suffer irreparable loss and injury.

31. Accordingly, it is directed that till the next date of hearing, Defendant, its director(s), proprietor(s), promoters, partners, managers, employees, principals, agents, associates, affiliates, licensees, distributors, or any and all others acting on its behalf shall not, directly or indirectly, use the impugned

mark  to the extent it is similar/identical or deceptively similar to

Plaintiffs' registered trademarks , ,  and other formative trademarks with distinctive red-white-black colour combination and outline borders, in any manner whatsoever, on its channel and website(s) and/or any social media or any other platform, so as to amount to infringement. Defendant will, however, be at liberty to use the words/expression 'चर्चा आज की' in a manner that does not infringe Plaintiffs' marks.

32. Plaintiffs shall make compliance with Order XXXIX Rule 3 CPC within 10 days from today.

JYOTI SINGH, J

JANUARY 9, 2026/YA