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

+ **CS(COMM) 291/2026**

ACHARYA BALKRISHNA

.....Plaintiff

Through:

Mr. Arvind Nayar, Senior Advocate
alongwith Mr. Yogyawalya Singh, Dr.
Divya Swamy, Mr. Anubhav Agrawal,
Mr. Rishav Ranjan, Ms. Akriti Singh,
Mr. Yash Jain, Ms. Pragya Patel, Mr.
Akshay Joshi and Ms. Sanjukta
Kaushik, Advocates.

versus

ASHOK KUMAR JOHN DOE & ORS.

.....Defendants

Through:

Ms. Ameer Rana, Mr. Akhil Shandilya
and Ms. Tanvi Raina, Advocates for
Meta Platforms Inc./D-3.
Mr. Aditya Gupta and Mr. Siddharth
Varshney, Advocates for D-4.

CORAM:

HON'BLE MR. JUSTICE TUSHAR RAO GEDELA

ORDER

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24.03.2026

I.A. 7577/2026 (Exemption from Advance Notice to Defendants)

1. This is an application filed by the plaintiff under Section 151 of the Code of Civil Procedure, 1908 (hereinafter referred to as 'CPC') seeking exemption from advance service to the defendants.
2. Mr. Arvind Nayar, learned senior counsel for the plaintiff, submits that there is a real and imminent likelihood that the defendants may take immediate steps to dispose of, conceal or suppress its infringing business operations bearing the deceptively similar trademark.
3. In view the aforesaid, the exemption from advance service to the defendants is granted.
4. The application is disposed of.

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I.A. 7578/2026 (Exemption)

5. This is an application filed on behalf of the plaintiff under Section 151 of CPC seeking exemption from filing clearer copies or documents with exact margins and/or which are on A4 size paper, typed copies of handwritten documents, English translations, and filing originals of the relevant documents at this stage.

6. 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 defendant.

7. The application stands disposed of.

I.A. 7579/2026 (Seeking Additional time to file Court fees)

8. 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.

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

10. The application stands disposed of.

I.A. 7580/2026 (Pre-Institution Mediation)

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

12. 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.

13. The application stands disposed of.

I.A. 7581/2026 (Under Order II Rule 2 read with Section 151 of the CPC)

14. This is an application under Order II Rule 2 read with Section 151 of CPC filed on behalf of the plaintiff, seeking permission to add further content,



including but not limited to videos, articles, by the existing defendants, or other un-identified third parties, that contain false information concerning the plaintiff.

15. For the reasons stated, the application is allowed.

16. Accordingly, the application stands disposed of.

I.A. 7576/2026 (Order XXXIX Rules 1 & 2, CPC)

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

18. Plaintiff, Dr. Acharya Balkrishna, claims to be a globally renowned Ayurveda scholar, yoga expert, and social reformer. He pursued traditional education under the Guru-Shishya Parampara at Gurukul, Kalwa, Haryana, and is well-versed in Ayurveda, Sanskrit, Vedas, Sāṅkhya Yoga, and Indian philosophical traditions. It is claimed that with a vast presence on social media (2.97 million YouTube subscribers, 7.1 million Facebook followers, and 1.2 million Instagram followers), he has promoted Ayurveda, Yoga, and traditional Indian knowledge systems worldwide. He has made significant contributions to biodiversity conservation as well as researching rare and endangered medicinal plants like Sanjeevani, Soma and Aṣṭavarga species. It is claimed that he is currently engaged in several projects of national and international importance, including the establishment of herbal gardens and herbariums, preparation of the first-ever World Botanical Dictionary, documentation of Wealth of Food Crops, identification of rare medicinal herbs, and comprehensive vegetation surveys across India.

19. It is stated that he has published multi-volume works, including the World Herbal Encyclopedia and established Ayurvedic colleges and universities for inclusive education. His initiatives are claimed to have benefited over 1.5 million patients suffering from chronic and non-



communicable diseases and over 50 million individuals through free healthcare and yoga classes.

20. The plaintiff asserts that in September, 2022, he successfully mounted three previously inaccessible Himalayan peaks, discovering rare medicinal herbs and naming them in accordance with Sanatan traditions. He is claimed to be among the most followed entrepreneurs on social media platforms in India, with a combined following exceeding 10 million. The plaintiff claims that with a vision to impart quality and inclusive education, he established Ayurvedic colleges and universities aimed at providing education across all sections of society, thereby enabling individuals to realise their full potential and contribute meaningfully to social and economic development. He claims that these initiatives have benefited more than one million community members.

21. Plaintiff is claimed to have played a significant role in post-disaster assessment and relief operations during major calamities including the 2004 Tsunami, the 2008 Bihar Floods etc. Further, the plaintiff has authored over 471 research articles and 200 books on Yoga, Ayurveda, agriculture and information technology. He is stated to have undertaken numerous charitable, educational, and social welfare activities through the Patanjali Yogpeeth trusts and affiliated institutions. These initiatives encompass free or subsidized yoga camps, healthcare services, traditional medicine research, disaster relief efforts, and various programmes aimed at uplifting marginalized communities. His contributions are claimed to have therefore extended beyond spiritual and physical wellness to include holistic societal development.

22. The plaintiff states that over the years, both in India and globally, he has earned tremendous love and admiration from his followers. The following aspects of his personality constitute the persona he has built, each being an



intangible intellectual property asset:

- i. his reputation and goodwill;
- ii. his name and signature;
- iii. his physical appearance;
- iv. his voice;
- v. his moral rights over his works.

23. The plaintiff claims that he co-founded Patanjali Ayurved in 2006, a consumer goods enterprise built on indigenous wellness traditions, which has grown into one of India's most recognized brands. He asserts that his extensive public following and credibility as a flag bearer of ancient healing and lifestyle traditions have played a crucial role in shaping the brand's meteoric rise in India and abroad. The plaintiff states that he has co-founded several prominent enterprises, including Patanjali Ayurved Limited, Patanjali Foods Limited, Patanjali Parivahan Private Limited, Patanjali Renewable Energy Private Limited, and Patanjali Paridhan Private Limited, promoting Swadeshi and offering products rooted in traditional Indian knowledge systems. He claims to have established Patanjali Yogpeeth, a world-class institute dedicated to yoga and Ayurveda, with centres in the UK, US, Nepal, Canada, and Mauritius. The plaintiff has also co-founded Patanjali Yogpeeth Trust, Divya Yog Mandir Trust, Patanjali Gramodyog Trust, Bharat Swabhimani Trust, and Patanjali Research Foundation, engaged in research, education, and wellness centres. He asserts that his efforts have promoted yoga and Ayurveda globally, including acquiring the Scottish island of Little Cumbrae for a yoga and wellness retreat. The plaintiff states that he is actively engaged in identifying, authenticating, and scientifically validating indigenous systems of medicine, bridging traditional Indian knowledge with modern scientific research. He claims to have contributed significantly to standardizing and quality-controlling herbal medicines, promoting Good



Manufacturing Practices (GMP), and strengthening India's position in the global herbal and nutraceutical market through Patanjali Research Institute.

24. The plaintiff has received numerous awards, recognitions and accolades which are detailed in paragraph no.25 of the plaint and are not referred to for the sake of brevity.

25. The plaintiff has published various research papers running into approximately 31 pages as mentioned in paragraph no.25 of the plaint and are not reproduced for prolixity. The plaintiff submits that the name "Acharya Balkrishna" is exclusively associated with him and has acquired immense goodwill, reputation, and public recognition. He asserts that the name has a distinctive secondary meaning attributable to him due to his long-standing public presence, achievements, and influence. The plaintiff further submits that he is also known by names such as "Acharya Ji" and "Balkrishna", which have been conferred upon him by his followers and the public. He claims that any unauthorized use of his name or variations thereof is likely to cause confusion and deception among the public, leading to false association or endorsement.

26. The plaintiff claims that his name, physical appearance, image, persona and voice are uniquely identifiable and have acquired the character of a brand, exclusively associated with him. He asserts that his physical appearance, likeness, and attire make his persona instantly recognizable, while his voice, tone, and style of speech are distinctive and inseparably associated with him. The plaintiff claims that his voice evokes instant recall and enjoys widespread recognition globally. He alleges that the defendants' unauthorized use of his image, voice, and other attributes, including in AI-generated content, is causing irreparable harm to his reputation and goodwill, violating his personality and publicity rights.

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



injunction against the defendants as also a dynamic injunction.

28. Issue notice to the defendants by all permissible modes, for the next date of hearing.

29. Ms. Ameer Rana, learned counsel accepts notice on behalf of defendant no.3/Meta Platforms Inc. whereas Mr. Aditya Gupta, learned counsel accepts notice on behalf of Google/defendant no.4.

30. Mr. Arvind Nayar, learned senior counsel appearing for the plaintiff has handed over an updated list of identified infringing links, which according to the plaintiff, requires immediate directions for taking down. He states that the list indicates what according to the plaintiff are infringing contents on various social media platforms like Instagram, Google etc. He submits that at this juncture, the plaintiff would restrict the *ex-parte ad-interim* interim relief to the websites contained in the compilation handed over to the Court.

31. The said compilation is taken on record.

32. The copies of the said compilation have already been handed over to Ms. Rana, learned counsel for defendant no.3/Meta Platforms Inc as also Mr. Gupta, learned counsel for defendant no.4/Google.

33. Having perused the said compilation, Mr. Gupta, learned counsel appearing for defendant no.4/Google states that, so far as the directions sought against defendant no.4/Google is concerned, the same are at page 12 of the said compilation. He states that the link shown therein is a third party website which cannot be taken down by the defendant no.4/Google. However, he states that defendant no.4/Google would de-index the specific URLs which are mentioned in page 12 of the compilation. He also further submits that Google/defendant no.4 may not also be in a position to furnish the BSI details of the two websites.

34. Ms. Rana, learned counsel appearing for defendant no.3/Meta Platforms Inc. submits that the listings and the links which are shown in the

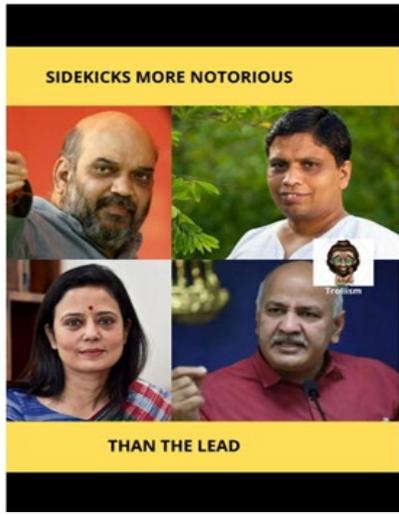
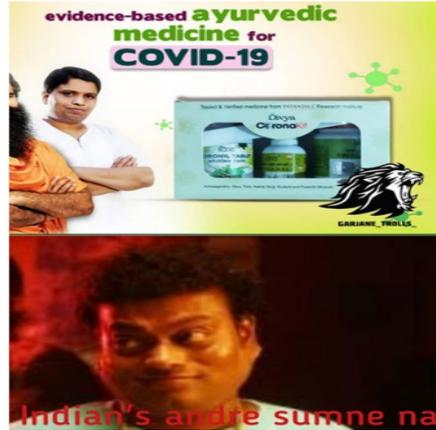


compilation seem to be pure parody or at best lampooning which may not really require taking down of the websites/URLs. She submits that the fundamental right of speech may be taken into account before passing any direction of such nature. She, however, states that the directions which may be passed by the Court shall be complied with.

35. In that context, both, Ms. Ameer Rana, learned counsel for Meta Platforms Inc./defendant no.3 and Mr. Aditya Gupta, learned counsel for Google/defendant no.4 rely upon the judgment dated 29.04.2010 of this Court passed in ***D.M. Entertainment Pvt. Ltd. vs. Baby Gift House & Ors.***, CS(OS) 893/2002.

36. Be that as it may, there are indeed certain links and websites included in the compilation, which seem to be derogatory, defamatory, disparaging and surely appear to be violative of the personality rights of the plaintiff, as appearing in the comments added in the compilation. As an example, some of such defamatory and/or disparaging, obscene and vulgar links are extracted hereunder:







37. Having regard to the aforesaid, it is clear that the nature of such links do not indicate that they are mere parody and appear to be disparaging and infringing the personality rights of the plaintiff.

38. After having perused the plaint, and the documents annexed therewith and having heard the arguments of learned counsel for the plaintiff, this Court is of the considered opinion that an *ex-parte ad-interim* injunction would be in order.

39. In the considered opinion of this Court, the plaintiff has a, *prima facie*,



strong case and having regard to his well-known, popular and well-accepted personality, the balance of convenience is tilted in favour of the plaintiff. In case *ex-parte ad-interim* injunction and other directions, as sought, are not passed, the irreparable loss and injury, which may occasion, may not be compensated in monetary terms. The dent and damage to the image and personality of the plaintiff, *prima facie*, appears to be real and present.

40. In view of the above, the following directions are passed:

- A. Defendant nos.1 to 10, their associates, servants, agents, affiliates, holding companies, assignees, substitutes, representatives, group entities, their subscribers, employees and/or persons claiming through them and/or under them and all other persons are restrained from creating, publishing, uploading, sharing, disseminating etc., the videos pertaining to the plaintiff, or any other videos which are identical to, or similar in content, and/or any other videos or content in any format, which discloses any details pertaining the plaintiffs on the internet or through social media platforms, websites, blogs, or any other media such as the Metaverse, blockchain, any Artificial Intelligence program, or any other media such as print, audio-visual etc;
- B. Defendant nos.2 to 10 except defendant no.4/Google, are directed to reveal the identity and all other contact details of defendant no.1, restricted to the particulars mentioned in Annexure-A to this order, at this stage;
- C. Defendant nos.1 to 10 are directed to immediately de-list and deactivate all videos/contents as mentioned in Annexure-A to this order.

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41. Let the plaint be registered as a suit.

42. Upon filing of the process fee within a week, issue summons of the suit to the defendants through all permissible modes.



43. Ms. Ameer Rana, learned counsel accepts summons on behalf of Meta Platforms Inc./defendant no.3 whereas Mr. Aditya Gupta, learned counsel accepts summons on behalf of the defendant no.4/Google.

44. The defendant nos.3/Meta Platforms Inc. and defendant no.4/Google need not file their written statements or replies unless called upon, however shall comply with any directions which may be passed.

45. The summons shall state that the written statement shall be filed by the defendant within 30 days from the date of the receipt of summons. Alongwith the written statement, the defendant shall also file an affidavit of admission/denial of the documents of the plaintiff, without which the written statement shall not be taken on record.

46. 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 the defendant be filed by the plaintiff, without which the replication shall not be taken on record.

47. 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.

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

49. List before the Joint Registrar (Judicial) on 26.05.2026 for completion of service and pleadings.

50. List before the Court on 24.09.2026.

TUSHAR RAO GEDELA, J

MARCH 24, 2026

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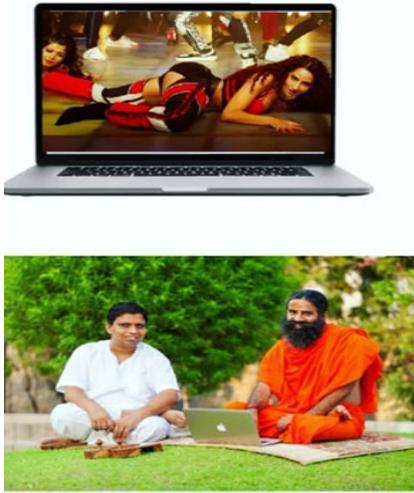
ANNEXURE - A

INFRINGEMENT CONTENTS THAT ARE REQUIRED TO BE TAKEN DOWN

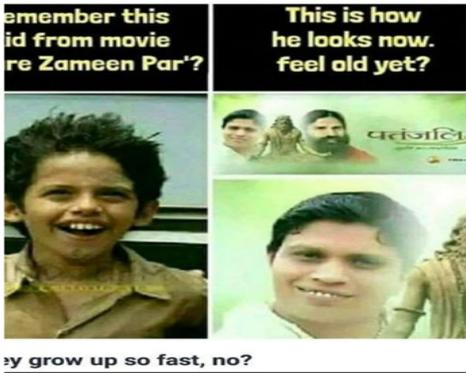
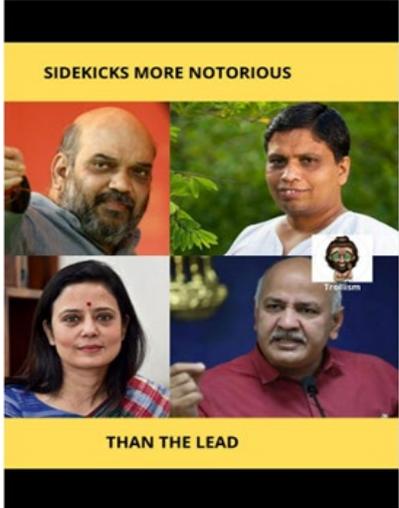
META PLATFORMS: INSTAGRAM

S.N.	USERNAME	INFRINGEMENT CONTENTS	LINK
1.	trollizmz	Derogatory remark regarding Cancer Cure which tends to lower the image of the Plaintiff and his contribution to Ayurveda and public health.	https://www.instagram.com/p/C4u09DxSWdA/?igsh=MWk30GxqYTR5dTRwMw%3D%3D 
2.	free_from_the_shackles_of_lies	Derogatory remarks and Mocking by a distorted meme intended to ridicule.	https://www.instagram.com/p/COFEeMgMSka/?igsh=MWlnNzBiZmkwbm5taw%3D%3D 

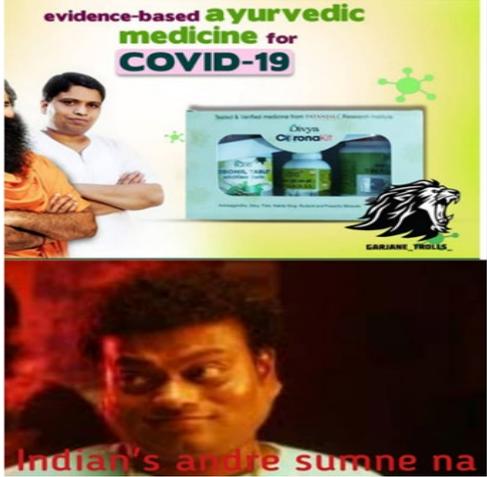


<p>3.</p>	<p>Trollizmz</p>	<p>Body Shaming & Disparaging Comment about Plaintiff which intends to generate views and entertainment by ridiculing the Plaintiff's personality.</p>	<p>https://www.instagram.com/p/C4umkETy28M/?igsh=MXNseW4zc2JvZnJ20A%3D%3D</p>  <p>preme Court evasion Marathon 2024 has begun</p> <p>Baba toh bach jaayegaa . He's athletic.</p> <p>But this fellow is in no shape to run</p>
<p>4.</p>	<p>patanjali_me me_page</p>	<p>Derogatory Publication imputing obscenity and vulgarity intended to generate views and exploitation of the Plaintiff's persona.</p>	<p>https://www.instagram.com/p/B9yKNEtJ5MD/?igsh=MTVudzlhYWFhNzd3dA%3D%3D</p>  <p>Image of a woman lying on a laptop screen.</p> <p>Image of a man sitting on the grass next to a laptop, with a guru sitting next to him.</p>

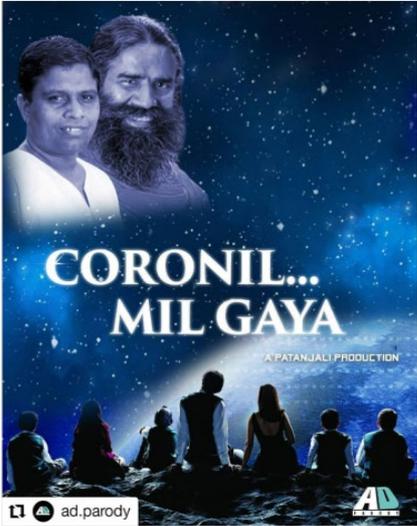


5.	_swagger_mes_	Disparaging the Plaintiff's personality and Mocking the Plaintiff by imputing that the Plaintiff is dyslexic with the intent to ridicule the Plaintiff and resultantly gain viewership.	<p>https://www.instagram.com/p/CC2eWBZDOEc/?igsh=cnE1NTdkNm4xYmdo</p> 
8.	trollizmz	Disparaging and disrespectful content intended to lower the public image of the Plaintiff and thereby monetize by exploiting the Plaintiff's personality and image.	<p>https://www.instagram.com/p/C A eUHjSQTv/?igsh=b2NxcGNyYm11bXU2</p> 



<p>9.</p>	<p>i_am_an_nitian</p>	<p>Disparaging the Plaintiff's personality by mocking the Plaintiff's work and exploit the same by increasing viewership through memes.</p>	<p>https://www.instagram.com/p/CBxuUgHpGGO/?igsh=MWUzMHJueXpjMmk%3D</p> 
<p>10.</p>	<p>garjane_trolls</p>	<p>Disparaging the Plaintiff's personality by mocking and trolling.</p>	<p>https://www.instagram.com/p/CBylHnIhUJB/?igsh=MWRqYmQwdjViYmxweA%3D%3D</p> 

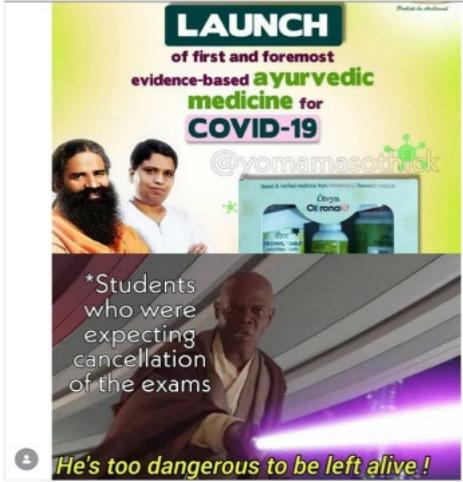


11.	funny_baggy	Trolling and causing disrepute with intent to gain followers through unfairly caricaturizing the Plaintiff.	<p>https://www.instagram.com/p/CByYmFWnbNB/?igsh=MWhkMXU0YjJ5YWJvMw%3D%3D</p> 
14.	kartikcallingk aartik	Disparaging and mocking the Plaintiff and his work.	<p>https://www.instagram.com/p/CBxwdKOpnWe/?igsh=MWhnbm5hYWQyMm9scA%3D%3D</p> 



15.	memepge_07	Obscene and vulgar insinuation which are unfounded and solely intended to generate views and reactions.	<p>https://www.instagram.com/p/CByTTgtldBU/?igsh=MWxnMTBxMDY5MzljYg%3D%3D</p> 
16.	Lrk_memes	Disparaging and discrediting the Plaintiff's achievements by ridiculing for entertainment and public reaction.	<p>https://www.instagram.com/p/CBx79ubFszf/?igsh=MjdxZ3VhMm5rb3p</p> 
17.	bhartiya_meme_samaj	Mocking Plaintiff's looks by mocking and trolling through memes intended to misuse the Plaintiff's image by lampooning.	<p>https://www.instagram.com/p/ByPI1wg_bZ/?igsh=MW95MGtwYXRmM3B0Mw%3D%3D</p> 



18.	Meme_rdotcom	Trolling and insinuating 'mujra' and vulgarity intended to reduce the serious nature of the Plaintiff's work and contribution.	<p>https://www.instagram.com/p/CC0hKCQltX0/?igsh=MWZrOHFhMnh6MnNlbg%3D%3D</p> 
19.	yomamasothick	Trolling by unfair remarks and comments to generate views and reactions with intention to belittle the Plaintiff.	<p>https://www.instagram.com/p/CBxVe_sp43G/?igsh=MWczaXp5djsaDjihQ%3D%3D</p> 



20.	O_bewakoof_a admi	Obscene and Vulgar post with insinuation which are unfounded and solely intended to generate views and reactions.	<p>https://www.instagram.com/p/CBySM3ygtUB/?igsh=Z2I5anFkcWd5cGw4</p> 
22.	iit_vangani	Disparaging Plaintiff's Looks and Likeness with other personality and lampooning.	<p>https://www.instagram.com/p/CEPD0CFjVHj/?igsh=MXR6ajB0Z3BoY2IxMQ%3D%3D</p> 



24.	Dank.meme.dept	Trolling by equating with illegal and drug cartel mafia with intent to misuse the image and personality.	<p>https://www.instagram.com/p/Bbh7e_H5Sd/?igsh=MTFz0TE3aW950HNwdg%3D%3D</p> 
25.	Khurafatime	Disparaging as placing Plaintiff's name along with Fake Doctors to ridicule and generate views.	<p>https://www.instagram.com/p/CBzw8G2HIAp/?igsh=MXc4MW5ybm5pNjFu0Q==</p> 
27.	Memerajy	Disparaging Plaintiff's personality by insinuation of use of hallucinating drugs	<p>https://www.instagram.com/p/B1gZ-CbFQ6c/?igsh=MWxudTlz0Hl2cWxrZw%3D%3D</p> 

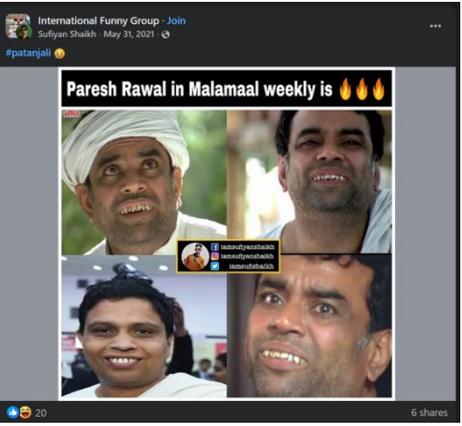


28.	vicky.sinxd	Disparaging and Trolling while comparing with criminals and mafia characters to gain public reaction.	https://www.instagram.com/p/CBzYilNhWGY/?igsh=MTEwcDA0b3lheHhmeQ%3D%3D 
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META PLATFORMS: FACEBOOK

S.N.	USERNAME	INFRINGING CONTENTS	LINK
1.	Rahul Gandhi next PM OF INDIA	Lamponing and ridiculing under the garb of sharing news article.	https://www.facebook.com/share/p/17nbqbpVGq/ 



7.	Sufian shiakh	Mocking Plaintiff's Face and likeness and lampooning to generate public views and reactions.	https://www.facebook.com/share/p/1DgdDPe8SS/ 
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PLATFORM: GOOGLE

S NO.	USERNAME	INFRINGEMENT CONTENTS	LINK
1.	Ifunny : Application available on Google Playstore	Unfair and mean comments with intent to ridicule and gain public following/ reactions.	https://ifunny.co/tags/balkrishna 



12.	IFUNNY	Creating memes and monetizing the personality of the Plaintiff without consent/ approval.	Dheeme memes. Best Collection of funny Dheeme pictures on iFunny 
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PLATFORM: STICKERLY

S NO.	INFRINGEMENT CONTENTS	LINK
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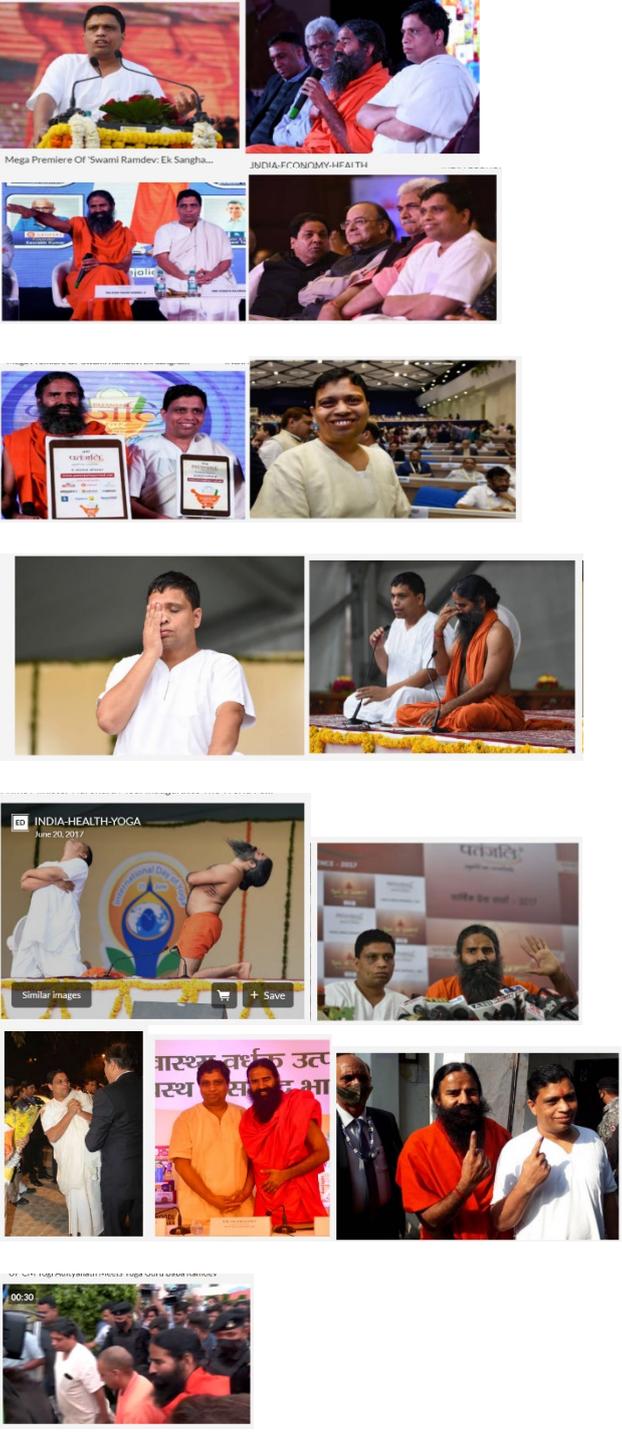


2.	Creating memes and monetizing the personality of the Plaintiff without consent/ approval	 <p>https://sticker.ly/s/2SDXBK</p>
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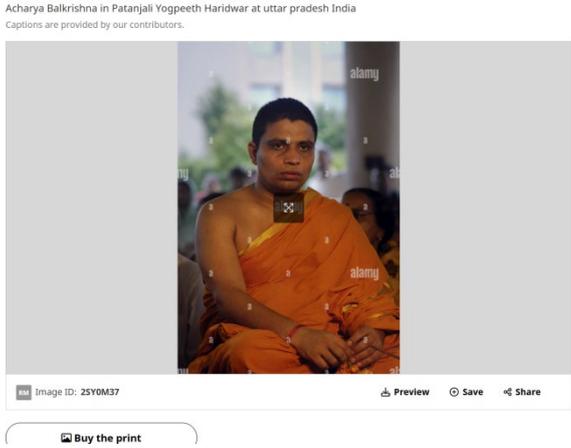
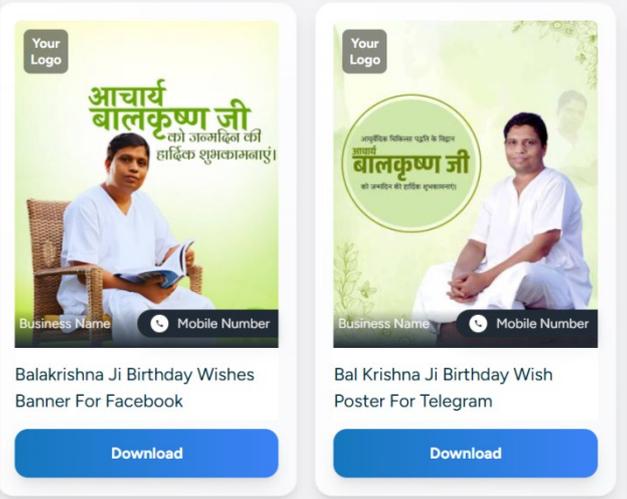
SHUTTERSTOCK, BRANDS.LIVE, ALAMY & GETTY IMAGES

S. NO.	INFRINGING CONTENTS	LINK
1.	Misuse of personality without consent/ approval with the intent to monetize such unauthorized use.	<p>https://www.shutterstock.com/search/acharya-balkrishna</p> 



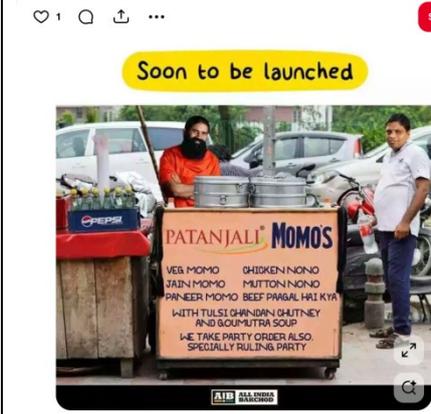
<p>2.</p>	<p>Misuse of personality without consent/ approval with the intent to monetize such unauthorized use.</p>	<p>Acharya Balkrishna in Patanjali Yogpeeth Haridwar at uttar pradesh India Stock Photo - Alamy</p> 
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<p>3.</p>	<p>Misuse of personality without consent/ approval with the intent to monetize such unauthorized use.</p>	<p>Acharya balkrishna hi-res stock photography and images - Alamy</p> 
<p>4.</p>	<p>Misuse of personality without consent/ approval with the intent to monetize such unauthorized use.</p>	<p>5500+ Acharya balkrishna birthday Images & Videos Acharya balkrishna birthday Poster Maker - 2026</p> 



PINTEREST

S NO.	USERNAME	INFRINGING CONTENTS	LINK
1.	Pinterest	False information and ridicule by Creating memes and monetizing the Plaintiff's personality.	https://www.pinterest.com/pin/710865122404133921/ 



TWITTER / X

S NO.	USERNAME	INFRINGING CONTENTS	LINK
1.	ZULFIR SADAT	False information	https://x.com/zulfirsadat/status/776101321426423808?s=20 
4.	Soil and Salute	Unfair and mean comment with intent to ridicule and gain public reactions	https://x.com/RishiRahar/status/1770661332788093205?s=20 