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

+ **CS(COMM) 336/2026**

ANIL KUMAR TIWARI ANIRUDHACHARYAPlaintiff

Through: **Mr. Ankur Snehi, Ms. Yashika Kaushik
& Ms. Radhika Agarwal, Advocates.**

versus

JOHN DOE ASHOK KUMAR AND ORSDefendants

Through: **Ms. Mamta Rani Jha, Mr. Rohan
Ahuja, Ms. Shruttima & Ms. Vareesha,
Advocates.**

CORAM:

HON'BLE MR. JUSTICE TUSHAR RAO GEDELA

ORDER

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30.03.2026

I.A. 8542/2026 (Pre-Institution Mediation)

1. This is an application filed by the plaintiff seeking exemption from instituting pre-litigation mediation under Section 12A of the Commercial Courts Act, 2015.
2. 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.
3. The application stands disposed of.

I.A. 8543/2026 (Exemption)

4. This is an application filed on behalf of the plaintiff under Section 151 of Code of Civil Procedure, 1908 ('CPC') seeking exemption from filing certified/legible documents along with the captioned suit.
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. 8544/2026 (Seeking Additional time to file Court Fees)

7. The present application has been filed by the plaintiffs 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.

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

9. The application stands disposed of.

I.A. 8541/2026 (Order XXXIX Rules 1 & 2, CPC)

10. 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.

11. The plaintiff, Mr. Anil Kumar Tiwari, popularly known as Aniruddhacharya Ji Maharaj, claims to be a renowned Hindu spiritual preacher and religious orator whose spiritual discourses attract large congregations of devotees across India. It is stated that through years of religious teachings, spiritual scholarship and public engagement, the plaintiff has acquired immense goodwill, reputation and recognition among followers of Hindu spiritual teachings. His sermons, religious discourses and public appearances are widely circulated through digital platforms including YouTube, Instagram, Facebook and other online platforms where recordings of his discourses have garnered millions of views.

12. Plaintiff claims that apart from his role as a spiritual preacher, he is also deeply engaged in various charitable, social and humanitarian activities such as establishment of Gau Shala and Old Age Home as well as daily distribution of free meals that have significantly contributed to public welfare and social upliftment. The plaintiff has also established a Gurukul which presently provides education and spiritual training to more than three hundred (300) students. It is stated that the plaintiff also extends assistance to numerous



charitable and religious organisations as and when required and actively participates in philanthropic activities aimed at supporting underprivileged sections of society.

13. It is claimed that as a result of the plaintiff's spiritual teachings, charitable initiatives and sustained public engagement, the plaintiff has developed a distinctive public identity and reputation. The plaintiff's name, voice, image, appearance and style of discourse are uniquely associated with him and are instantly recognisable to members of the public. Plaintiff is claimed to enjoy a recognisable and substantive public persona not only within India but also internationally. There are several authorised fan pages actively running on Instagram and Facebook. The plaintiff claims to have 1.64 Crores subscribers on YouTube and 5 million followers on Instagram and has been recognised in the London World Book of Records for having the most YouTube subscribers for spiritual discourses. It is asserted that these metrics establish that the plaintiff commands a global reputation, personality rights and publicity rights with commercial significance across multiple jurisdictions, thereby necessitating judicial protection from any unauthorised exploitation, misrepresentation, or disparagement of his identity. Plaintiff claims that the unauthorised creation and circulation of manipulated digital content, memes and AI-generated videos using the plaintiff's image, likeness and voice is therefore particularly harmful in the case of the plaintiff, as it undermines the dignity and credibility associated with the plaintiff's spiritual teachings and charitable activities.

14. It is stated that the plaintiff's distinctive manner of discourse, voice, appearance and personality traits have become uniquely identifiable attributes associated exclusively with the plaintiff and are instantly recognizable to the public at large. It is claimed that the plaintiff's persona constitutes valuable intellectual property and forms the basis of his personality rights and publicity



rights, which are recognized and enforceable under Indian law, as delineated below:-

- (i) his name, initials, and related identifiers: “Aniruddhacharya Ji Maharaj”/ “Aniruddhacharya”/“Anil Kumar Tiwari”;
- (ii) the goodwill and reputation associated with him;
- (iii) the affection and admiration he receives from his fans including the use of sobriquet “Pookie Baba” which is exclusively associated with the plaintiff;
- (iv) his unique voice, including his distinct tone, style, and articulation like distinctive blend of Braj-Avadhī Hindi, scriptural recitation cadence, wit, and humour;
- (v) Signature Catchphrases: including but not limited to “*Koi aapko gaali de toh turant jawab na dijiye*”, “*Koi tumse pyaar kyun karega*”, “*Mai akele mein nahi milta kisi se bhi*” - these have acquired secondary meaning exclusively associated with the plaintiff;
- (vi) Image and Likeness: physical appearance, saffron robes, tilak, distinctive expression and mannerisms;
- (vii) Digital Persona: the meme-cultural identity of ‘Pookie Baba’ which is an integral aspect of the plaintiff’s modern public persona with direct commercial monetisation value;
- (viii) the moral rights vested in him over his creative works; and
- (ix) any other distinctive characteristic, attribute, expression, or trait that contributes to the plaintiff’s overall personality and by which he is recognized by the public at large;

15. It is claimed that the defendant no.1/John Doe(s) are directly responsible for creating, publishing, uploading, reproducing, re-publishing, circulating, and/or otherwise communicating to the public the impugned content, including but not limited to deepfake and AI-generated videos,



morphed and doctored audio-visual content, and manipulated images impersonating the plaintiff, reproduction of plaintiff's work without authorisation. Plaintiff claims that the infringing videos employ advanced artificial intelligence (AI) technologies, including 'deepfake' tools, to digitally replicate and impersonate the plaintiff's voice, facial expressions, image, likeness, and overall persona, thereby creating a misleading impression before the public that the plaintiff is personally speaking, endorsing, and/or promoting the content contained therein. It is claimed that such impugned content unlawfully misappropriates plaintiff's personality without authorisation, licence, or consent with the ulterior motive of deriving illegal commercial gain and free-riding upon the immense goodwill, commercial value, and reputation associated with the plaintiff.

16. It is stated that by deliberately creating and disseminating deceptive and fabricated content to falsely suggest that the plaintiff endorses or is associated with fraudulent schemes, and spurious goods and services, the defendants are causing grave harm, deception, and confusion among the general public and tarnishing the reputation of the plaintiff. The distortion and misrepresentation of his teachings has resulted in a loss of goodwill among his devotees and followers and has the potential to further mislead members of the public.

17. Plaintiff further contends that any uploading, sharing, hosting, streaming, reproducing, distributing, making available to the public and/or communicating to the public of the plaintiff's works, or facilitating the same by any means on any online platform without authorization from the plaintiff constitutes a violation of the Copyright Act, 1957.

18. Predicated on the above, the plaintiff seeks an *ex-parte ad-interim* injunction against the defendants as also a dynamic injunction.

19. Learned counsel appearing for the plaintiff has handed over a 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, YouTube 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.

20. 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.

21. 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, irreparable loss and injury, which may occasion, may not be compensated in monetary terms. The apprehension of dent and damage to the image and personality of the plaintiff, *prima facie*, appears to be real and present.

22. The list of identified infringing links handed over by the learned counsel for the plaintiff is taken on record and is appended to this order as Annexure-A. The infringing content enlisted in Annexure-A is self-explanatory and appears to be disparaging. Having perused the same, 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.

23. In view of the aforesaid, the following directions are passed:-

- (i) Defendant no.1/John Doe(s), their agents, associates, representatives or anyone acting on their behalf, are restrained from directly or



indirectly using, reproducing, misappropriating or exploiting the plaintiff's name, voice, image, likeness, mannerisms, persona, or any other distinctive attributes associated with the plaintiff in any manner whatsoever without the plaintiff's express authorisation, including through the use of artificial intelligence, deepfake technology, or any other digital manipulation, in any medium, format, or platform.

- (ii) Defendant no.1 and any other persons acting in concert with him are restrained from creating, publishing, uploading, sharing, communicating to the public, or otherwise disseminating any videos, images, memes, thumbnails, audio recordings, or other content containing or imitating the plaintiff's voice, likeness, image, or persona, whether through artificial intelligence technologies or otherwise, which falsely represents the plaintiff or misappropriates his identity.
- (iii) Defendant no.2/Meta, defendant no.3/X (previously Twitter) and defendant no.4/Google are directed to remove, disable access to, and permanently take down the impugned content identified by the plaintiff in Annexure-A to this order from the platforms operated by them, including but not limited to videos, reels, posts, accounts, or channels which unlawfully use or imitate the plaintiff's persona.
- (iv) The plaintiff is permitted to notify additional infringing URLs, accounts, channels, or content discovered after the filing of the suit to defendant nos.2, 3 and 4, who shall thereupon remove or disable access to the same without requiring the plaintiff to institute fresh proceedings.

24. Issue notice.

25. 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.

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

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27. Let the plaint be registered as a suit.

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

29. 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 Affidavit of Admission/Denial of the documents of the plaintiff, without which the Written Statement shall not be taken on record.

30. 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 defendant be filed by the plaintiff, without which the Replication shall not be taken on record.

31. 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.

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

33. List before the Joint Registrar (Judicial) on 08.07.2026 for completion of service and pleadings.

34. List before the Court on 23.09.2026.

TUSHAR RAO GEDELA, J

MARCH 30, 2026/da

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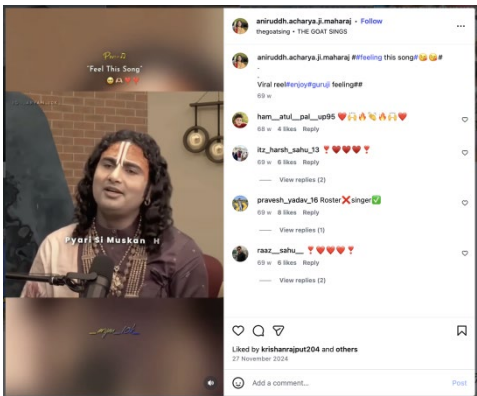
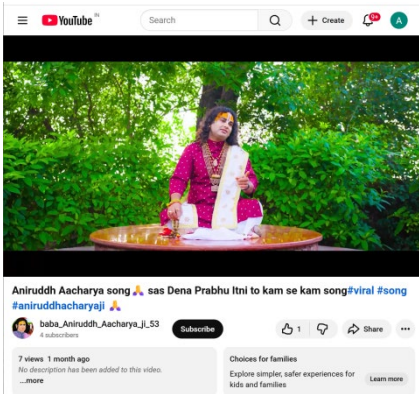
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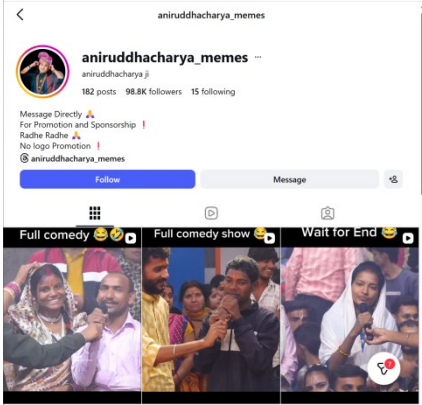
ANNEXURE-A

S.N.	USERNAME	INFRINGING CONTENTS	LINK
1.	hermione_andmines	<p>This reel depicts an AI-generated video of the Plaintiff reciting romantic 'shayari' in the manner of a disgruntled lover which is wholly inconsistent with his position as a revered spiritual leader delivering Bhagwat Kathas. The statements attributed to the Plaintiff in the video were never made by him and have been falsely fabricated.</p>	<p>https://www.instagram.com/reel/DCW2a6HyHB1/?utm_source=ig_web_copy_link&igsh=NTc4MTIwNjQ2YQ==</p> 
2.	anirudh_acharya_comedy	<p>The reel fabricates a conversation between Mahendra Singh Dhoni and Virat Kohli morphing Mahendra Singh Dhoni's face onto the Plaintiff as he interacts with a devotee whose face has been superimposed with Virat Kohli's face.</p> <p>In the said reel, Plaintiff's sermons in the form of voiceover have</p>	<p>https://www.instagram.com/p/C-7a54YyDzW/</p> 


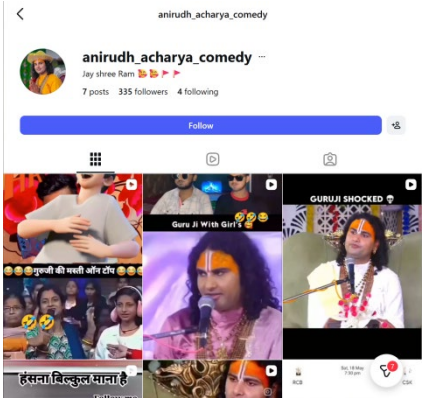
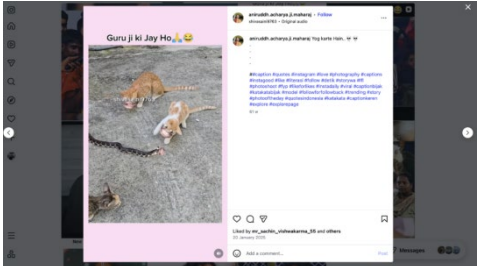


		been put to use.	
3.	aniruddh.acharya a.ji.maharaj	The Plaintiff has never sung the said romantic song but the reel falsely depicts him as doing so through an entirely AI-generated representation.	https://www.instagram.com/p/DC29HfZSH0V/ 
4.	baba_Aniruddh_Aacharya_ji_53	This channel has published a video featuring an AI-generated thumbnail along with an AI-generated song falsely attributed to him. This content portrays the Plaintiff in material that he has neither created, performed, nor authorised, and constitutes the unauthorised use of artificial intelligence to fabricate and disseminate content using the Plaintiff's persona without consent.	<p>Youtube: https://youtu.be/Ln3g09Cqb0I?si=ougcvsUQb7GnElst</p> 
5.	aniruddhacharya_memes	The reel is from Instagram handle having approximately 98.3K followers, regularly uses excerpts from the Plaintiff's sermons and converts them into meme-style content by syncing them with clips	https://www.instagram.com/p/DIipj4eaz-el/



		<p>from comedy films. A screenshot from the said link shows such content along with a viewer comment suggesting that the Plaintiff answers even serious questions in a humorous manner, thereby diminishing the seriousness and value of his spiritual discourse.</p>	 <p>Effect on audience:</p>  <p>Instagram Handle: https://www.instagram.com/aniruddhacharya_memes?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==</p> 
	<p>anirudh_acharya_comedy</p>	<p>Reel depicts the Plaintiff in a meme-style, humorous format. A viewer has commented that 'ye logo ko dharam</p>	<p>Effect on audience: https://www.instagram.com/p/DE2VKqcsqrs/</p>



		<p>ke naam par ullu banate hain aur log khushi khushi bante hain' (i.e., 'these people fool others in the name of religion, and people willingly become fools'), indicating a derogatory portrayal of the Plaintiff demonstrating that such meme-style content diminishes the seriousness and sanctity of the Plaintiff's spiritual discourse.</p>	 <p>Instagram Handle: https://www.instagram.com/anirudh_acharya_comedy?igsh=YzhqaXFvZmF1eWUx</p> 
6.	aniruddh.acharya.ji.maharaj	<p>The Reel depicts the Plaintiff as a snake interacting with cats, with excerpts from his sermons synchronised to the actions of the snake. The video culminates in the snake biting a cat, alongside a narrative insinuating that when the Plaintiff advised a follower to practise yoga for mental health and was ignored, he would resort to such conduct.</p>	<p>https://www.instagram.com/p/DFCK-Z0y-nG/</p>  <p>Instagram Handle: https://www.instagram.com/aniruddh.acharya.ji.maharaj?igsh=MXU4ZWFYcW1xOHdmbg==</p>



7.	anirudhacharya_funny_videos	Derogatory headline on the reel where Plaintiff is interacting with a devotee	<p>https://www.instagram.com/p/DWJZSjqEWcO/</p>
8.	acharya_anirudh._ji	The clips used therein have been selectively extracted from a longer video and presented out of context, thereby distorting the original meaning. It is pertinent to note that a viewer has commented that “your time has come to an end for speaking wrongly of Kala Bhairav”.	<p>https://www.instagram.com/p/C8pJNYEN5Bj/</p>



		<p>The said Instagram handle exclusively uploads the Plaintiff's videos and, in conjunction therewith, displays the message 'DM for paid promotion, story promotion, collaboration,' thereby exploiting the Plaintiff's goodwill and reputation for commercial gain.</p>	 <p>https://www.instagram.com/p/C8KU3CbSOBJ/</p>  <p>s://www.instagram.com/acharya._anirudh._ji?igsh=MXFtN2F5YzAZeWJrMg==</p> 
<p>9.</p>	<p>anirudh_acharya</p>	<p>The Instagram reels on the said handle depict the Plaintiff's clips alongside promotional text stating: 'Ready to build the foundation of your acting craft? Join us in-person at our Los Angeles studio for the 6-Week Acting Technique program...', thereby falsely associating the Plaintiff with and suggesting his endorsement of the said</p>	<p>https://www.instagram.com/p/DDI9dIahYfT/</p> 



		programme without any authorisation and for commercial gain.	
10.	sanatandharamkaram	<p>Hosts and circulates videos featuring the Plaintiff, including posts bearing titles such as “hasa hasa kar...” (translated into English as “laughing uncontrollably”), which present excerpts from the Plaintiff’s sermons in a manner intended to create humorous or mocking content. The Instagram account presently has 7 followers. It is further noted that the same individual/entity operates a YouTube channel under the same name with approximately 131K subscribers, where substantially similar content featuring the Plaintiff is posted and circulated. The said activities facilitate the widespread circulation of the Plaintiff’s image, likeness and speech in a distorted and unauthorised context across multiple platforms.</p> <p>(Specific links have been provided)</p>	<p>https://www.instagram.com/sanatandharamkaram?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==</p>  <p>https://www.youtube.com/shorts/hrX81OPHoqk</p> <p>https://www.youtube.com/shorts/bs2e2-YOFpc</p> <p>https://www.youtube.com/shorts/xKfqSsqC0dM</p> <p>https://www.youtube.com/shorts/jBRFvfixD0c</p>

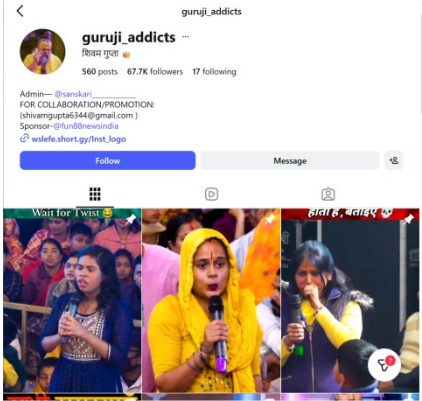
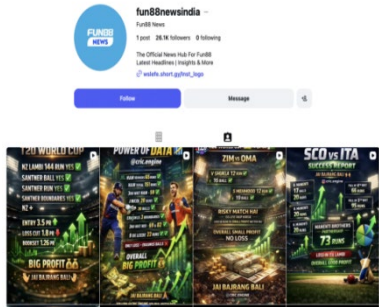



			<p>https://www.youtube.com/shorts/S3mjCL3kcVY</p> <p>https://www.youtube.com/shorts/oPOQ3tbunS0</p> <p>https://www.youtube.com/shorts/bt3vwwQAxI8</p> <p>https://www.youtube.com/shorts/UPNqlddkNKs</p> <p>https://www.youtube.com/shorts/UUoxSG6rnck</p> <p>https://www.youtube.com/shorts/XX9AJbt100c</p> <p>https://www.youtube.com/shorts/TjPDtUhQUU0</p> <p>https://www.youtube.com/shorts/FRn_0Nxq-wY</p> <p>https://www.youtube.com/shorts/Qfvglb84BW4</p> <p>https://www.youtube.com/shorts/mz6wel2L0Pg</p> <p>https://www.youtube.com/shorts/dJuOu1_Xz0k</p> <p>https://www.youtube.com/shorts/HlzSa151z2k</p> <p>https://www.youtube.com/shorts/GQwgR3-kMrU</p>
11.	reaction_boi_bihar	The Instagram account 'reaction_boi_bihar', identifying itself as a 'Reel creator' and promoting 'Reels', Memes, Sarcasm', uses solely the Plaintiff's content without	<p>https://www.instagram.com/reaction_boi_bihar?utm_source=ig_web_button_share_sheet&igsh=ZDNIZDc0MzIxNw==</p>


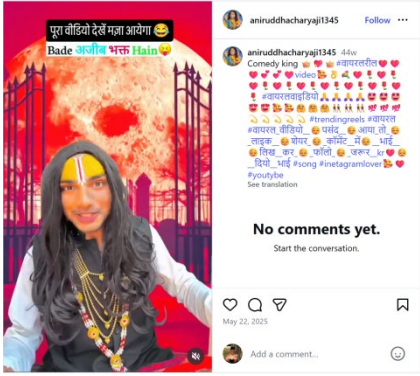



		<p>authorisation to generate engagement and commercial gain. Its bio solicits ‘paid promotion’ with an intent to monetise such content, thereby amounting to unauthorised exploitation of the Plaintiff’s persona and creating a false impression of association or endorsement.</p>	
12.	baj_gayi_pungi	<p>The Instagram account operated under the name ‘Wasim Akhter’ exclusively uses the Plaintiff’s clips, extracted and edited from his sermons and public appearances, to create meme-style content without authorisation. Based on the content of Plaintiff, the account has amassed a substantial following of approximately 257K followers, clearly demonstrating that the Plaintiff’s persona is being commercially exploited to generate engagement and viewership. how many posts are o the plainyiff</p>	<p>https://www.instagram.com/baj_gayi_pungi?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw%3D%3D</p> 
13.	guruji_addicts	<p>Instagram account having approximately 67.7K followers, similarly extracts and</p>	<p>https://www.instagram.com/guruji_addicts/</p>



		<p>edits excerpts from the Plaintiff’s sermons to create content without authorisation. The account’s bio solicits ‘collaboration/promotion’ and lists a sponsor, including an Instagram handle (with approximately 26.1K followers) engaged in online gaming and betting activities, with which the Plaintiff has no association. The use of the Plaintiff’s content in such sponsored posts amounts to unauthorised commercial exploitation of his persona and creates a false impression of association or endorsement</p>	 <p>Sponsoring Instagram Account:</p>  <p>Sponsored by a betting and online gaming website:</p> 
14.	aniruddhacharya ji1345	<p>Several reels depicting an individual impersonating the Plaintiff by dressing in a similar manner, with the Plaintiff’s voice synchronised in the background. Such portrayal is not only unauthorised but also presents the Plaintiff in a</p>	<p>https://www.instagram.com/aniruddhacharyaji1345/reel/DKDA1zQTckO/</p>





		<p>misleading and derogatory context, thereby diminishing his image as a saintly and spiritual leader.</p> <p>Any re-enactment of a protected audio visual content is also infringement.</p>	 <p>https://www.instagram.com/aniruddhacharyaji1345/reel/DJ8LIy8KbwL/</p>  <p>https://www.instagram.com/aniruddhacharyaji1345/reel/DJ6oJn8sy5c/</p>  <p>https://www.instagram.com/aniruddhacharyaji1345/reel/DF7mUZVPvcw/</p>
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15.	anymatedd_r	<p>Plaintiff's sermons have been converted into cartoon-style dubbed videos by editing excerpts from various sources and overlaying them with animated voiceovers. The account presently has approximately 15K followers.</p>	<p>https://www.instagram.com/anymatedd_r/reel/DUtCu2kCY7E/</p> <p>https://www.instagram.com/anymatedd_r/reel/DUIBGTwiVx9/</p>
16.	ronit.ashra	<p>The influencer having 1.6 million followers, dresses as the Plaintiff and reenacts him without authorisation. Since the influencer relies on such depictions for monetary gain, such</p>	<p>https://www.instagram.com/reels/D A3Lws7yGh /</p>



		<p>commercialisation trivialises the Plaintiff's persona and undermines his stature as a spiritual leader.</p>	
<p>17.</p>	<p>Daily Trending News</p>	<p>AI-generated content of the Plaintiff falsely getting circulated as being original.</p>	<p>https://youtu.be/y6pWQzB1S2g?si=H_jv3Um_eqD9vOB</p>  <p>Fact Check : Aniruddhacharya Crying After Mother Demise And Controversial Comment Case</p> <p>Daily Trending News 3.23m subscribers</p> <p>1.3k views 3 months ago #Aniruddhacharya #AniruddhacharyaMaharaj</p> <p>Fact Check : Aniruddhacharya Ji was seen crying emotionally after the heartbreaking death of his mother, a moment that deeply touched his followers. Amid this personal tragedy, a controversial comment case has also gone viral on social media, sparking mixed reactions and debates online. ...more</p>