IN THE COURT OF THE CHIEF JUDGE: CITY CIVIL COURT: HYDERABAD.

Dated: This the 26th day of September, 2025

Present : Sri S.SASIDHAR REDDY, CHIEF JUDGE.

I.A. No.6275 of 2025 in O.S.No.441 of 2025

Between:

Konidela Chiranjeevi @ Konidela Sivasankara Varaprasad
S/o Late Konidela Venkata Rao,
Aged about 69 years, Occ: Film Artist,
R/o H. No. 8-2-293/82/A/303-N, Road No. 25,
Jubilee Hills, Hyderabad – 500034.

... **Petitioner/Plaintiff**

And

1. Mad Monkey Store,Moosapet, Pragathi Nagar, Road No. 9,
   12-2-137/1/A, Hanuman Temple Line,
   K.V. Rangareddy, Telangana – 500018.
   Email: namasthe@madmonkeystore.com, Phone: +91 9110598995.

2. Fully Filmy Lifestyle LLP, Having its registered office at Plot No. 2/2,
   Kanniamman Koil Street, Kanchinankuppam, Ambattur,
   Tamil Nadu – 600098, India, Rep., by its Partner Anand Srinivasan.

3. Namaskara Guru, #86, DC Mansions, 2nd Main, 4th Cross,
   Ramarao Layout, Katriguppe, Bengaluru, Karnataka – 560085, India.

4. Pasway Clothing Pvt. Ltd.,
   A company registered under the Companies Act, 2013
   And having its registered office at Plot No. 10,
   Mahatma Gandhi Street, Thuraipakkam,
   Chennai, Tamil Nadu – 600097, India,
   Rep., by its Director Sundararaj Arun Venkatesh.

5. Harshithartz.co, Through its Proprietor Harshitha Nadamala
   Address: Not available, E-mail: harshithartz.co@gmail.com.

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6. The Stylish Shirts, Address: Not available
E-mail: hello@thestylishshirts.com.

7. Superhumour, Ganapathi Complex, 269, Srinagar Colony Main Road, Hyderabad, Telangana – 500073, Rep., by its Founder Surendra Nekkanti.

8. Next Print, #2, Maranna Compound, B. Channasandra Main Road, OMBR Layout, Banaswadi, Bengaluru, Karnataka – 560043, India.

9. Posterized, Address: Not available, E-mail: support@posterized.in.

10. Desiwall, Address: Not available, E-mail: support@desiwall.com
Phone: +91 95660 70562.

11. Peacockride, 259, Sundaramoorthy Street, Kamalatchipuram, Vellore, Tamil Nadu – 632002, India, E-mail: support@peacockride.com, Phone: +91 63805 41505.

12. SpoilX, Through its Proprietor, Address: Not available,
E-mail: project.yashwanth@gmail.com.

13. Chiranjeevi Dhaba, Through its Proprietor,
Restaurant: Plot No-5/B-HIG, Nallagandla Residential Complex, Nallagandla Village, Serilingampalle Mandal, Hyderabad – 500019.
Phone: +91 99129 21234

14. Mr. Bharath Suthapalli, Address: Not available,
Email: cliceatxploreyo@gmail.com, Phone: Not available.

15. Mr. Ravitej Ravuri, Address: Not available,
Email: streetbyte.foodies@gmail.com, Phone: Not available.

16. Naani's Pure Veg, Through its Proprietor: Sri. Mandava Venkataramana,
Office: H. No. 8-2-120/115/N-S1, Second Floor,
Prashanti Nilayam, Road No. 2, Near Hyderabad Gymkhana,
Banjara Hills, Hyderabad – 500034.
Restaurant: Metro Pillar No. C1587, Jubilee Hills Road No. 1,
Near Jubilee Hills Check Post Road, Hyderabad, Telangana – 500033.

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17. GreatAndhra.com, A digital news platform based out of California, USA Rep., by its Chief Editor Venkat Arikatla, Email: venkat@greatandhra.com.

18. Pravasa Media LLP, Having its registered office at Plot No. 181, Block B, Kavuri Hills, Dwaraka Trident, Guttalabegumpet, Madhapur, Hyderabad, Telangana – 500033, Rep., by its Managing Partner.

19. Pakka Filmy, A digital news platform available on www.telugu.pakkafilmy.com, Rep., by its Editor, Email: pakkafilmy@gmail.com.

20. M9 News, A digital news platform available on ww.m9.news Rep., by its Editor, Email: contact@M9.news.

21. @Prashna, A YouTube Channel, Email: teamprashna@gmail.com and raavan.speaks@gmail.com.

22. @Telugu_cine, A YouTube Channel, Email: andeydufrene@gmail.com.

23. Indic Media Private Limited, A company registered under the Companies Act, 2013, And running YouTube Channel *@Webdunia-Telugu* Having its head office at "Webdunia-Diaspark Campus", 60/1, Babu Labhchand Chhajalani Marg, Kesar Bag Road, Indore – 452009, Madhya Pradesh.

24. @NewsQubeInterviews, A YouTube Channel, Email: Not Known to the Plaintiff.

25. Tenor Inc, 1600 Amphitheatre Parkway, Mountain View, California 94043, USA, Email: feedback@tenor.com.

26. Giphy, New York, 416 W 13th St, United States, Email: press@giphy.com.

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27. Mr. Raja, Address: Not available,
Email: rastudiofx@gmail.com, Phone: +91 91766 89533.

28. Mr. Sahid SK, Address: Not available, Email: sahidpix@gmail.com,
Phone: +91 79086 27455.

29. Mr. Jawad Zafar, Address: Not available,
Email: visualfxmagic@gmail.com, Phone: +92 332 4970956.

30. Wildchild Studios, Having its office at 511 Satyamev Eminence,
Science City Road, Sola, Ahmedabad – 380060, Gujarat,
Rep., by its Founder Vivek Patel, Email: info@wildchildstudios.com,
Phone: +91 92274 28262, +91 96646 12798

31. Mr. Rahul Taluru, Address: Not available,
Email: aidotkathalu@gmail.com, Phone: Not available.

32. Mr. Jay Pirabakaran, Address: Not available,
Email: jayprints1@outlook.com, Phone: Not available.

33. Zedge, Inc., 1178 Broadway, 3rd Floor #1450 New York
New York – 10001, United States of America,
Email: copyright@zedge.net, Phone: +1 646 600 2063.

34. Ministry of Electronics and Information Technology
(Government of India), Electronics Niketan, 6, CGO Complex,
Lodhi Road, New Delhi – 110003, Email: webmaster@meity.gov.in.

35. Department of Telecommunications, (Government of India),
No – 210 & 306, 318, 507, 708, 917, Sanchar Bhawan, No – 20,
New Delhi – 110003, Email: srddg.tec@gov.in.

36. John Doe(s).

... **Respondents/Defendants**

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CLAIM: This Petition is filed under Order XXXIX Rule 1 and 2, R/w.Section 151 of C.P.C., by the Petitioner/Plaintiff praying the Hon'ble Court to grant Ad-interim injunction, dispensing with prior notice, restraining the respondents/defendants from further infringing the plaintiff's/petitioner's Personality/Publicity Rights by utilizing and/or in any manner directly and/or indirectly, using or exploiting or misappropriating the Plaintiff's Personality/Publicity Rights by the use of the Plaintiff's (a) names 'CHIRANJEEVI', 'MEGA STAR', 'BOSS', 'ANNAYYA', 'CHIRU', and 'MEGASTAR CHIRU'; (B) voice; (c) image; (d) any other attribute which is exclusively identifiable with the Plaintiff for any commercial and/or personal gain and/or otherwise by exploiting them in any manner whatsoever without the Plaintiff's consent and/or authorization, including on all formats and mediums like the Metaverse/Artificial Intelligence medium or any future formats/medium, pending suit and to pass such other order/s.

This petition is coming on this day before me for hearing and disposal in the presence of **Sri S.Nagesh Reddy**, Advocate for the Petitioner/Plaintiff and thus this Court made the following:

DOCKET ORDER

1. Heard learned counsel for plaintiff.

2. The case of the plaintiff is that, plaintiff is a Famous Film Actor popularly known as 'Chiranjeevi'. He is a prolific film actor, philanthropist and former politician. He has been honoured by the Union Government with Padma Bhushan and Padma Vibhushan and various Awards in the course of his career. He commenced acting in the year 1978 and played various roles in a large number of films. Some of his films were the highest grossing films in Indian film history. As such the plaintiff's image, voice and other attributes are well known in the general public. That, the defendants No.1 to 33 have been using the images of the

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plaintiff as well as his stills from various films and the various names associated with him such as MEGA STAR, GANG LEADER etc., on various merchandise such as T-shirts, Wall-posters and so on and selling them in the open market through online portals as well as physical retail shops without the permission of the plaintiff. Further, the plaintiff's image has been used to create photographs and videographs and memes using Artificial Intelligence Technology. This misuse of the personality of the plaintiff has caused him severe social and economic harm. The defendants have been using his image to create memes and images which create an impression that the plaintiff is associated with various merchandise as well as various ideas, which adversely effect the prestige and good name of the plaintiff in the society. The plaintiff apprehends that because of his well-known face and because of the prestige associated with his stage name and the various titles associated with his films and acting career, the use of his personality by the defendants No.1 to 33 will not only cause economic loss to him, but also lead to loss of reputation and prestige in general society. Therefore, the plaintiff has filed the present suit seeking injunction restraining the defendants from using his image and name and titles associated with him and his personality and exploiting the same. Injunction is also sought against defendants No.34 and 35 to remove the various publications online made by the defendants No.1 to 33 and defendant No.36.

3. Heard.

4. The claim of the plaintiff regarding his film career and his fame cannot be disputed. He is one of the most recognisable faces in Telugu Film Industry as well as Southern Film Industry. He is also well-known across India as a Film Star. The plaintiff's claim to his personality rights is based on a body of jurisprudence laid down by the Hon'ble High Court of Delhi in D.M. Entertainment Private Limited vs. Baby Gift House and Others [MANU/DE/2043/2010], Jaikishan Kakubhai Saraf Alias Jackie

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Shroff vs. The Peppy Store & Others [2024 DHC 4046], in Anil Kapoor vs. Simply Life India and Others[MANU/DEOR/248558/2023], Abhishek Bachan vs. The Bollywood Tee Shop & Others [CS(COMM)960/2025], Titan Industries Limited vs. Ramkumar Jewellers [MANU/DE/2902/2012] and Hon'ble High Court of Madras in Mr. Shivaji Rao Gaikwad (also known as Mr.Rajinikanth), vs. M/s.Varsha Productions [2015 AIR CC 1459].

5. Because of his fame, the stage name of the plaintiff as well as various titles associated with him such as, MEGA STAR, CHIRANJEEVI, BOSS, ANNAYYA, CHIRU and MEGA STAR CHIRU, and his voice and image and the other attributes that can be used to identify him are part of his personality as a film actor and artist. It is his USP and is well recognised in the general public. Therefore, the contention that any product or image or video or meme containing his face or any of the titles associated with him or any of the other personality attributes would instantly be associated with him is prima facie tenable. Consequently, any such product or image or video or meme which portrays him in a negative right or associates him with any negative information would also be associated with him, even though, he had not permitted the use of his personality for the propagation of such information or for sale of such products or in the design of such products. It is categorically asserted by the plaintiff that he had not granted any permission or license to the defendants for the use of his personality by them. Therefore, plaintiff had made out a prima facie case.

6. Learned counsel for plaintiff contended that the use of the personality of the plaintiff by the defendants is without permission of the plaintiff and continued use of the personality of the plaintiff by the defendants causes irreparable and continuous loss and harm to the plaintiff. Whereas, the defendants are only using the personality for their

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commercial purpose, which they can do even without using the personality of the plaintiff. Considering this contention, the balance of convenience lies in granting injunction since the continuous loss and threat of damage to the reputation of the plaintiff will result in more harm to the plaintiff, if injunction is denied than any commercial loss that may be caused to the defendants, if injunction is granted. Hence, balance of convenience lies in favour of granting injunction.

7. Learned counsel for plaintiff contended that, if the image of the plaintiff is used for creating any meme for propagating any negative information or any salacious or pornographic material the harm caused by the dissemination of such material digitally cannot be repaired in monetary terms. This contention is also prima facie acceptable in view of the various images that are filed in the petition. These images show, that the images appear to have been created by morphing them using the face of the plaintiff. Further the images are also used for creating various videos. This can be used not only for commercial purposes, but also for propagating political ideas or anti-national ideas or for salacious or pornographic purposes. Hence, the contention that if such use is made the damage cause would be irreparable is prima facie acceptable.

8. In view of the above, plaintiff is entitled for ad-interim injunction. Considering the nature of the use made of the personality of the plaintiff, ordering notice would make the petition infructuous considering the large number of defendants and the speed at which the images and videos can be propagated in social media and the continued commercial use. Hence, notice is dispensed to defendants No.1 to 33 and 36.

9. In so far as the defendants No.34 and 35 are concerned, plaintiff has filed application to grant leave to file the suit without giving notice under Section 80 of the Civil Procedure Code, 1908. In view of the categorical stipulation under Section 80 of the Civil Procedure Code, 1908, no

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ad interim order can be passed against the Government without giving due opportunity to the Government. Since in this case, till date, notice is not served on the Government, no interim order can be granted against the defendants No.34 and 35.

10. . In the result, defendants No.1 to 33 and defendant No.36 are hereby restrained from further infringing the plaintiff's personality and publicity rights by utilising in any manner directly or indirectly or by using or exploiting or misappropriating plaintiff's personality and publicity rights by use of the plaintiff's name and the titles associated with the plaintiff's name such as, CHIRANJEEVI, MEGA STAR, BOSS, ANNAYYA, CHIRU and MEGA STAR CHIRU and using his voice or image or any other attribute of his personality, which is exclusively identifiable with the plaintiff either physically or electronically in any format or medium, pending disposal of the petition. Plaintiff to comply with Order XXXIX 3 (a) and (b) of the Civil Procedure Code, 1908. Issue urgent notice to defendants No.1 to 36, returnable by 27.10.2025.

Typed to my dictation, corrected and pronounced by me in the open Court on this the 26th day of September, 2025.

CHIEF JUDGE,
CITY CIVIL COURT, HYDERABAD.

CERTIFIED TO BE TRUE COPY

SUPERINTENDENT
CENTRAL COPYING ESST.
CITY CIVIL COURT, HYDERABAD T.S

Sri S. Nagesh Reddy (AOV)

COURT OF THE CHIEF JUDGE
CITY CIVIL COURT HYDERABAD
CENTRAL COPYIST ESTABLISHMENT

C.A. No. 20833/25
Application made on 26/9/25
Stamps
Called on 4/10/25
Charges
Stamps
Deposited on 6/10/25
Charges
Charges a Sum of Rs. 36/=
Deposited U/R 203 (A) (1) U/R No. 17643
Addl. Stamps Called on -
Addl. Stamps Deposited on -
Copy made ready on 6/10/25
Copy Delivered on 6/10/25

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Central Copyist Establishment
City Civil Court Hyderabad