



**HIGH COURT OF JUDICATURE FOR RAJASTHAN  
BENCH AT JAIPUR**

S.B. Civil Writ Petition No. 5836/2026

Kamla Kant And Company Lp

----Petitioner

Versus

Yogendra Singh Badiyal & Anr.

----Respondents

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For Petitioner(s) : Major R.P. Singh, Sr. Adv., assisted by  
Mr. Divesh Sharma and  
Mr. Varun Singh

For Respondent(s) : Mr. Himmat Singh  
Mr. Shivangshu Naval with  
Mr. Parag Khandhar,  
Ms. Akanksha Noval,  
Mr. Ayush Sharma,  
Mr. Aarav Jain and  
Ms. Zara Dhanbhoora

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**HON'BLE MR. JUSTICE ANUROOP SINGHI  
Order**

**07/04/2026**

**1.** The present writ petition has been filed by the petitioner being aggrieved by the order dated 16.03.2026 (Annexure-2) passed by the learned State Consumer Disputes Redressal Commission, Rajasthan, in Revision Petition No.10/2026 [RP 10/2026], titled as ***Rajshree Pan Masala (Kamlakant and Company) Vs. Yogendra Singh Badiyal and Anr.***; order dated 15.01.2026 passed by the District Consumer Disputes Redressal Commission, Jaipur II, in Consumer Complaint No.879/2025; and interim order dated 06.01.2026 passed by the District Consumer Disputes Redressal Commission, Jaipur II, in Stay Application No.MA/114/2025 in Consumer Complaint No.879/2025.

**2.** Major R.P. Singh, learned Senior counsel, assisted by Mr. Divesh Sharma, Advocate, submits that the impugned order dated



16.03.2026 passed by the learned State Consumer Disputes Redressal Commission, Rajasthan, vide which the orders dated 06.01.2026 and 15.01.2026 passed by the District Consumer Disputes Redressal Commission, Jaipur II, in Consumer Complaint No.879/2025 have been confirmed, is grossly erroneous and illegal as not only it fails to consider the applicable provisions of law but has also distorted the facts as applicable.

**3.** Learned Senior counsel submits that the Consumer Complaint No.879/2025 was filed by the respondent No.1/complainant – Mr. Yogendra Singh Badiyal on 15.12.2025 before the District Consumer Disputes Redressal Commission, Jaipur II, along with an interim Stay Application No.MA/114/2025 alleging that the advertisements of the “Rajshree Pan Masala” published in newspapers are misleading and harmful to public health and in violation of regulatory frameworks and thus, penal and injunctive relief were sought against the petitioner and so also against the respondent No.2 – Shri Salman Khan in the capacity of him being the Brand Ambassador for the products of the petitioner under the brand name “Rajshree”.

**4.** Learned Senior counsel further submits that a bare reading of the complaint demonstrates a palpable and manifest factual error as the documents relied upon by the respondent No.1 relates to advertisement of “silver-coated elaichi” which under no circumstances can be categorized as a pan masala or tobacco. Thus, learned Senior counsel submits that the complaint filed against the petitioner is wholly misconceived and has been filed for oblique motives, which is evident from a bare perusal of the same.



5. Learned Senior counsel further submits that all the objections so raised by the petitioner before the learned State Consumer Disputes Redressal Commission have been brushed aside for one or the other reasons without even dealing with the same.

6. Learned Senior counsel further submits that while passing the ad-interim order dated 06.01.2026 whereby the stay application filed along with the consumer complaint has been substantially allowed, the petitioner has been restrained from engaging in misleading, promotion and advertisement of pan masala "Rajshree" without considering the fact that the documents relied upon by the complainant pertains to "silver-coated elaichi" which is a non-tobacco and non-pan masala product.

7. Learned Senior counsel further submits that while the objections submitted by the petitioner to the consumer complaint were not at all considered by the District Consumer Disputes Redressal Commission, another interim order dated 15.01.2026 was passed on an application filed by the respondent No.1 - complainant on 15.01.2026 itself, directing the appointment of a Court Commissioner for verifying the signatures of respondent No.2 - Shri Salman Khan, which came to be allowed on the very same date.

8. Taking note of the above, issue notice to the respondents.

9. Mr. Himmat Singh, Advocate, puts in appearance on behalf of respondent No.1 - Mr. Yogendra Singh Badiyal, who himself is also present-in-person before this Court.





**10.** Mr. Shivangshu Naval, Advocate, accepts notice on behalf of the respondent No.2.

**11.** Hence, service is complete and notice need not be filed.

**12.** Learned counsel for the petitioner is directed to serve a copy of the writ petition in the Offices of the learned counsel for the respondents within seven days from today.

**13.** Names of Mr. Himmat Singh, Advocate and Mr. Shivangshu Naval, Advocate, be shown in the cause list as learned counsel for their respective respondents.

**14.** Learned counsel for the respondents pray for and are granted four weeks' time to file their reply to the writ petition.

**15.** List the matter on 12.05.2026.

**16.** Till the next date, the effect and operation of the order dated 16.03.2026 (Annexure-2) passed by the learned State Consumer Disputes Redressal Commission, Rajasthan, in Revision Petition No.10/2026 [RP 10/2026], order dated 06.01.2026 (Annexure-6) passed in Stay Application No.MA/114/2025 in Consumer Complaint No.879/2025, order dated 15.01.2026 (Annexure-P-12) passed in Consumer Complaint No.879/2025 by the District Consumer Disputes Redressal Commission, Jaipur II, and even further proceedings in the said consumer complaint shall remain stayed.

**(ANUROOP SINGHI),J**

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