Team Anand and Naik Secures Personality Rights Protection for Mr. Abhishek Bachchan

News & Updates • September 12, 2025

Team Anand and Naik recently represented Mr. Abhishek Bachchan before the Delhi High Court, helping him secure his personality and publicity rights. Hon'ble Mr. Justice Tejas Karia, passing an order in his favour, noted the following key points:

- Unauthorised commercial exploitation of Personality Rights impacts the dignity and the commercial interest of the individual, causing irreversible injury to the reputation and goodwill.
- The use of technology to portray the Plaintiff is misleading/derogatory/inappropriate settings infringe the Plaintiff's Right to Privacy, which is aggravated by the ease of dissemination of such content over the internet.
- The Defendants were accordingly restrained by the order passed from selling infringing merchandise bearing the Plaintiffs' name, images, signature etc., generating images of the Plaintiff by the use of technology (including Artificial Intelligence) and creating objectionable and explicit content of the Plaintiff by the use of technology (including Artificial Intelligence).
- Take-down of the links hosting all such infringing merchandise / content was directed.

Team: Pravin Anand, Dhruv Anand, Udita Patro, Nimrat Singh, Dhananjay Khanna

Media Coverage



KEY CONTACTS



Pravin Anand

Managing Partner

View Bio of Pravin Anand



Dhruv Anand

Partner

View Bio of Dhruv Anand

RELATED INDUSTRIES

CONTRACTUAL AND COMMERCIAL IP

RELATED PRACTICES

COPYRIGHT

PATENTS

TRADEMARK