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IN THE HIGH COURT OF JUDICATURE AT MADRAS

DATED: 30.04.2025

CORAM

THE HONOURABLE MR.JUSTICE SENTHILKUMAR RAMAMOORTHY

**O.A.Nos.468 to 472 of 2025**  
**and A.No.2251 of 2025**  
**in C.S.(Comm.Div.) No.119 of 2025**

Dr Anita R Ratnam  
10 Cenotaph 2nd Lane Teynampet  
Chennai 600018

... Applicant

-vs-

Meta Platforms Inc Represented by its Authorized and 8 others  
Represented by its Authorized Signatory, 1 Meta Way, Menlo Park, CA  
94025, USA. and 8 Others

... Respondents

For Applicant : Mr.M.S.Bharath

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**ORDER**

In a suit seeking relief in respect of alleged infringement of the personality rights of the plaintiff, the plaintiff has presented multiple interim applications seeking injunctive relief in addition to the application for combination of causes of action.

2. Learned counsel for the plaintiff submits that the plaintiff is a renowned artist who is fairly active on social media. He points out that the image of the plaintiff has been misused on the social media platforms of the first and second defendants. Likewise, he submits that the plaintiff's voice



**SENTHILKUMAR RAMAMOORTHY,J**

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has been mimicked probably by use of AI. He refers to pages 450 and 451 of the paper book as *prima facie* evidence that fake images of the plaintiff have been used to lure the public to make financial investments. He also refers pages 505 to 508 of the paper book, wherein the content from the actual social media handle of the plaintiff is shown on the left and the infringing material on the right.

3. On *prima facie* assessment, it appears that the celebrity status and personality rights of the plaintiff have been misused for commercial purposes. It also appears that the use by the unnamed defendants through defendants 1 and 2 would not fall within the fair use exception. Therefore, there shall be an order of interim injunction directing respondents 1 and 2 to take down the links mentioned in paragraph 35 of the plaint. If similar links are identified by the plaintiff and communicated to the first and second respondents, such link shall also be taken down in terms of this order.

4. Issue notice to the respondents returnable on 11.06.2025. Private notice is also permitted. The applicant shall comply with Order XXXIX Rule 3 CPC.

5. List the matter on 11.06.2025.

**30.04.2025**

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**Note: Issue Order Copy on 30.04.2025**

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