

News

Elon Musk's Tesla is granted relief by the Delhi High Court against an Indian business that introduced electric vehicles under the Tesla brand.



The Elon Musk-owned company petitioned the Delhi High Court in May 2024 to stop Tesla Power India from using the TESLA trademark and from announcing its intention to enter the electric vehicle industry.

The CEO of Tesla Power India previously promised that the company would not produce or sell electric vehicles (EVs) or use the word "Tesla" or any confusingly similar branding. The Delhi High Court has ordered that this promise remain in effect until the Elon Musk-owned

company's trademark infringement lawsuit is resolved.

The order was issued by Justice Tejas Karia.

We are awaiting a comprehensive copy of the order.

Tesla Inc. filed a lawsuit in the Delhi High Court in May 2024 after being offended by Tesla Power India's use of the Tesla brand and their announcement that they would be entering the electric vehicle industry. The Court was informed that Tesla Power India announced the change through newspaper ads.

Tesla Power India and its rival Tesla Power USA were given a cease-and-desist notice in April 2022, according to Musk's Tesla, but the defendant company persisted in utilizing the Tesla trademark to promote and sell their products.

The owner of Tesla Power India appeared before the court on the first day of the hearing and pledged not to manufacture EVs at all and not to market other companies' electric vehicles under the trademark or tradename "TESLA POWER USA" or any other brand that is confusingly similar to the word "TESLA."

But in the hearings that followed, Musk's Tesla claimed that the Indian company had begun producing e-scooters under the Tesla brand.

The Court stated on May 28 of last year,

"In this case, it would be proper for the defendants to provide an affidavit listing the EVs they sell, together with the names of the dealers that sell them, the dates of launch, sales since launch, and the current inventories that they have on hand. The affidavit will be recorded or submitted prior to the subsequent hearing date."

The matter was then sent to mediation. But the mediation didn't work out, so the Court decided to hear the matter on its merits.

Tesla Inc. was represented by Senior Advocate Chander M. Lall, Advocates

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