

News

Suniel Shetty petitions the Bombay High Court to have his personality rights upheld.



In response to Shetty's interim application to have the infringing content removed, the court reserved its decision.

Actor Suniel Shetty of Bollywood has petitioned the Bombay High Court to have his personality rights protected, claiming that numerous websites and social media pages are utilizing his picture to advertise their products.

Justice Arif Doctor heard the case today and deferred the order regarding Shetty's interim application to have the infringing content removed.

Shetty's attorney, Senior Advocate Birendra Saraf, argued that even deepfake photos of Shetty are posted online. Saraf also drew attention to the commercial exploitation of his images without permission.

"Please note that a real estate company is present. His photos are posted on an astrological website. Saraf added, "Then there are those real estate companies that use his photos as intervals."

Additionally, Shetty's photograph is being used by gambling websites despite his lack of affiliation with them, the Court was informed.

"There are posters of his face, merchandise being sold, etc," Saraf argued.

The fact that Shetty's grandchild's photos were produced with deepfake technology and posted on social media was also brought up.

"A deepfake picture of him with a grandson is present. The Court was informed that the photograph was not authentic.

Shetty has requested the removal of content from social media and instructions against a number of respondents, claiming infringement, passing off, and misuse in merchandising. Shetty's lawyer explained that he was just asking for the removal of content that was infringing, not the blocking of entire websites.

A group from Parinam Law Associates, which included Advocates Tamanna Meghrajani, Monisha Bhangale, Bijal Vora, and Jani Jain, briefed Saraf.