



Delhi High Court Grants Interim Protection of Personality Rights to Khushi Kapoor

AUTHOR Sagar Agrawal

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Delhi High Court has granted interim protection to Bollywood actor Khushi Kapoor in a suit seeking enforcement of her personality rights. Justice Jyoti Singh passed an interim order directing immediate action against unauthorized use of her identity.

Delhi High Court's Interim Order

Justice Jyoti Singh passed an **interim order** directing the immediate takedown of obscene and pornographic content circulating on social media.

The Court also issued a **John Doe (Ashok Kumar) order**, enabling action against unidentified entities involved in such unauthorized activities.

Key Directives Issued by the Court

The interim order addressed multiple forms of unauthorized exploitation of Ms. Kapoor's personality attributes, including:

- Immediate takedown of **obscene and pornographic content** circulating on social media
- Removal of content relating to the **unauthorized sale of merchandise**
- Action against the **misuse of Ms. Kapoor's likeness**
- Prohibition of other forms of **commercial exploitation** of her personality attributes

Significance in the Digital Landscape

This order is particularly significant in the current **digital environment**, where the misuse of celebrity identities is becoming increasingly prevalent. Common forms of such misuse include:

- AI-generated content
- Deepfakes
- Obscene material
- Unauthorized merchandising

The decision reinforces the Delhi High Court's continued recognition and protection of an individual's **name, image, likeness, and other personality attributes** against unauthorized exploitation.

This case marks another important step in strengthening **legal safeguards** against the misuse of personality rights in the age of artificial intelligence and digital content proliferation.

Legal Representation

Asav Rajan and **Abha Shah** — partners at *India Law LLP* — represented Ms. Khushi Kapoor.