

BY EMAIL & DoT website

**Government of India
Ministry of Communications
Department of Telecommunications
Sanchar Bhawan, 20, Ashoka Road, New Delhi - 110 001
(Data Services Cell)**

No. 813-07/LM-64/2024-DS-II

Dated:08-01-2025

To,

All the Internet Service Licensees

Subject: CS(Comm) 1185 of 2024 "Reliance Retail Limited v. Rilbusiness.in & Ors. before the Hon'ble High Court of Delhi

Kindly find enclosed the Hon'ble Delhi High Court order dated **23.12.2024** on the subject matter.

2. Please refer to the **para 71(X)** of the said court order in respect of blocking of **websites** enumerated in **Document E** attached with court order.

3. In view of the above, all the Internet Service Licensees are hereby instructed to take immediate necessary action for blocking of the said website, as above, for compliance of the said court order.

Digitally signed by

Shashi Kumar

Date: 08-01-2025 09:48:21

Director (DS-II)

Email: dirds2-dot@nic.in

Encl: A/A

Copy to:

- i. Sh. V. Chinnasamy, Scientist E (chinnasamy.v@meity.gov.in), Electronics Niketan, Ministry of Electronics and Information Technology (MeitY) New Delhi for kind information and with request to take action as per **Annexure**.
- ii. Sh. Disha Sharma < disha@saikrishnaassociates.com > Plaintiff Advocate for kind information. [Requested to take action as per Annexure]
- iii. IT wing of DoT for uploading on DoT websites please.



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* **IN THE HIGH COURT OF DELHI AT NEW DELHI**
 + CS(COMM) 1185/2024 & I.A. 49530/2024, I.A. 49531/2024, I.A.
 49532/2024, I.A. 49533/2024, I.A. 49534/2024, I.A. 49535/2024, I.A.
 49536/2024

RELIANCE RETAIL LIMITEDPlaintiff

Through: Mr. Sidharth Chopra, Mr. Yatinder
 Garg, Ms. Disha Sharma, and Ms.
 Srishti, Advocates
 Mob: 9910634753
 Email:
[s.dhoundiyal@saikrishnaassociates.co
 m](mailto:s.dhoundiyal@saikrishnaassociates.com)

versus

RILBUSINESS.IN & ORS.Defendants

Through: Mr. Mrinal Ojha, Mr. Devarshi Dutta,
 Mr. Arjun Mookerjee and Ms. Nikita
 Rathi, Advocates for D-15
 Mob: 9830716622
 Mr. Nishant Gautam, CGSC with Mr.
 Sanjana Mehrotra, Mr. Vipul Kumar,
 Ms. Akriti and Mr. Vipul Verma,
 Advocates for D- 22 and 23.
 Mob: 8826148996
 Mr. Neel Mason, Ms. Ekta Sharma,
 and Ms. Surabhi, Advocates for D-25.
 Email: mail@mason.co.in
 Mob: 9425172896

CORAM:
HON'BLE MS. JUSTICE MINI PUSHKARNA

%

ORDER
23.12.2024



I.A. 49531/2024 (Exemption from filing original and certified copies of documents)

1. The present is an application under Section 151 of the Code of Civil Procedure, 1908 (“CPC”), on behalf of the plaintiff, seeking exemption from filing clear and certified copies, translated copies and originals of documents
2. Exemption is granted, subject to all just exceptions.
3. Plaintiff shall file legible, clear, and translated copies of the documents, on which the plaintiff may seek to place reliance, before the next date of hearing.
4. Accordingly, the present application is disposed of.

I.A. 49536/2024 (Exemption from undergoing Pre-Institution Mediation)

5. The present is an application under Section 12A of the Commercial Courts Act, 2015, read with Section 151 of CPC, seeking exemption from undergoing Pre-Institution Mediation.
6. Having regard to the facts of the present case and in the light of the judgment of Supreme Court in the case of *Yamini Manohar Versus T.K.D. Keerthi*, 2023 SCC OnLine SC 1382, and Division Bench of this Court in *Chandra Kishore Chaurasia Versus RA Perfumery Works Private Ltd.*, 2022 SCC OnLine Del 3529, exemption from attempting Pre-Institution Mediation, is granted.
7. Accordingly, the application stands disposed of.

I.A. 49532/2024 (Application seeking leave to file additional documents)

8. This is an application under Order XI Rule 1(4) read with Section 151 CPC, as amended by the Commercial Courts Act, 2015, seeking leave to file additional documents.



9. The plaintiff, if it wishes to file additional documents at a later stage, shall do so strictly as per the provisions of Commercial Courts Act, 2015 and the Delhi High Court (Original Side) Rules, 2018.

10. The application is disposed of, with the aforesaid directions.

I.A. 49533/2024 (Exemption from issuing notice to defendant)

11. The present application has been filed under Section 80 read with Section 151 CPC.

12. However, since defendant nos. 22 and 23 have appeared, the same has become infructuous in that regard.

13. Considering the nature of the suit and the relief sought, exemption from service to defendant no. 21 is granted.

14. Accordingly, the present application is disposed of.

I.A. 49534/2024 (Exemption from affecting advance service upon defendant nos. 1 to 10 and 27, along with supporting affidavits)

15. The present application has been filed under Section 151 CPC seeking exemption from affecting advance service upon defendant nos. 1 to 10 and 27, along with supporting affidavits.

16. In view the averments made in the present application, the same is allowed and accordingly, disposed of.

I.A. 49535/2024 (Application seeking directions to the Intelligence Fusion and Strategic Operations/ Cyber Cell, Special Cell, Delhi Police)

17. The present application has been filed under Section 151 CPC, seeking directions to the Intelligence Fusion and Strategic Operations/Cyber Cell, Special Cell, Delhi Police.

18. It is the case of the plaintiff that the present suit has been filed seeking permanent injunction restraining infringement of trademarks, passing off,



copyright, unfair competition, dilution, etc., against the illegal and unauthorized adoption and use of their trademarks, including *inter alia*, the

registered trademarks “RELIANCE”,



and its variants thereof,

and registered trademarks ‘CAMPA’,



and its variants thereof, by the defendant nos. 1 to 10, 27 and other unknown defendants, to dupe unsuspecting members of the public.

19. It is submitted that the rogue defendants are misusing the plaintiff’s trademarks and operating through the phone numbers mentioned in the memo of parties, *via* various SMS or text messages / WhatsApp communications, etc. to conduct their illegal activities, i.e., making fake offers of franchise/ distributorship/ dealership business in relation to the plaintiff’s business, in return for monetary consideration.

20. Thus, it is submitted that the rogue defendants are blatantly imitating the marks *inter alia*, ‘CAMPA’, ‘CAMPA COLA’, ‘RELIANCE’, etc., which are registered by the plaintiff to unauthorisedly offer distributorship/ dealership/ franchise of the plaintiff’s CAMPA business in various parts of the country.

21. It is argued that it is imperative that this Court directs the Intelligence Fusion and Strategic Operations/Cyber Cell, Special Cell, Delhi Police to



investigate and obtain relevant information about the rogue defendants and place the same before this Court.

22. Attention of this court has been drawn to the order dated 20th July, 2022, in *CS (COMM) 475/2022*, where, in similar circumstances, directions were issued by this Court for investigation and filing Status Report.

23. Considering the submission made before this Court, the Intelligence Fusion and Strategic Operations/Special Cell, New Delhi, Delhi Police (Cyber Cell), is directed to investigate and identify the exact details of defendant nos. 1 to 10 and 27, operating through mobile numbers, websites, social media platforms, websites, details of which are given as Annexures to the present order.

24. Let a thorough investigation be carried out and a Status Report be filed by the Delhi Police (Cyber Cell), in this regard.

25. The present order is directed to be delivered to the Standing Counsel, Delhi Police, Criminal, for compliance and necessary action.

26. The plaintiff is at liberty to give any other documents or information to the Cyber Cell of the Delhi Police, as and when any new documents or information comes to the notice of the plaintiff.

27. With the aforesaid directions, the present application is disposed of.

CS(COMM) 1185/2024

28. Let the plaint be registered as suit.

29. Issue summons. Summons is accepted by learned counsel appearing for defendant nos. 15, 22, 23 and 25.

30. Upon filing of the process fee, issue summons to the other defendants by all permissible modes. Summons shall state that the written statement be filed by the defendant within thirty days from the date of receipt of



summons. Along with the written statement, the defendants shall also file affidavit of admission/denial of the plaintiff's documents, without which, the written statement shall not be taken on record.

31. Liberty is given to the plaintiff to file replication within thirty days from the date of receipt of the written statement. Further, along with the replication, if any, filed by the plaintiff, an affidavit of admission/denial of documents of the defendants, be filed by the plaintiff, without which, the replication shall not be taken on record. If any of the parties wish to seek inspection of the documents, the same shall be sought and given within the timelines.

32. At this stage, learned counsel appearing for the defendant no. 25, i.e., Google LLC, submits that the address given of defendant no. 25 in the Memo of Parties is not correct. She submits that she shall be providing the correct address to learned counsel appearing of the plaintiff.

33. Accordingly, upon the correct address of defendant no. 25 being provided to learned counsel appearing for the plaintiff, amended memo of parties shall be filed by the plaintiff.

34. Let the needful be done within a period of two weeks from today.

35. List before the Joint Registrar (Judicial) for marking of exhibits, on 18th February, 2025.

36. List before the Court on 19th May, 2025.

I.A. 49530/2024 (Application under Order XXXIX Rules 1 and 2 CPC)

37. The present suit has been filed for permanent injunction restraining infringement of trademark rights, passing off, unfair trade practices, dilution, delivery up, etc.



38. It is submitted that the plaintiff has filed the present suit against the illegal and unauthorized adoption and use of plaintiff's family of "RELIANCE" and "CAMPA" trademarks and CAMPA product labels as well as the plaintiff's copyrights in its CAMPA images, videos, etc., by defendant nos. 1 to 10 and defendant no. 27 ("the rogue defendants") for the purpose of deceiving and/or duping members of the public and trade by representing themselves to be associated with the plaintiff as an agent, dealer, distributor and/or an employee of the plaintiff.

39. It is submitted that the plaintiff is an Indian retail company and a group company of the Fortune 500 company i.e., Reliance Industries Limited ("RIL"), which is one of the most respected business houses in India. Plaintiff was incorporated in 1999 and is the largest retailer in India in terms of revenue. The plaintiff is engaged *inter alia* in providing retail services spanning various segments throughout the country, including, but not limited to grocery, consumer electronics, fashion & lifestyle and pharma products, since the last two and a half decades. The plaintiff has been ranked amongst the fastest growing retailers in the world. Plaintiff and its group company are the registered proprietors of various well-known trademarks, created as well as acquired.

40. It is submitted that the plaintiff holds various intellectual properties relating to the retail segment, including *inter alia*, the registered trademarks



"RELIANCE", and its variants thereof. The corporate logo along with the trademark RELIANCE is used by all companies of the RIL Group and their combined use indicates association of the entity with the



RIL group in the minds of the public at large. The plaintiff's operating model unleashes the aspirational energy of the new, resurgent India, whereas, its guiding philosophy rests on the tenets of enabling inclusion, growth and building sustainable societal value for millions of Indians.


41. It is submitted that the plaintiff has adopted a multi-prong strategy and operates a wide array of store formats that cater to planned shopping needs, as well as daily or occasional needs of the customers across major consumption baskets of Grocery, Consumer Electronics, Fashion & Lifestyle and Pharma. In the grocery consumption basket, the plaintiff operates Fresh Signature, Smart Superstore, Smart Bazaar, Smart Point, Freshpik, Shree Kannan Departmental, 7-Eleven and Jayasurya stores focused on food, fresh produce, bakery, dairy products, home and personal care products, as well as general merchandise items.

42. It is submitted that the plaintiff is the registered proprietor of the combined logo of the trademark and name RELIANCE along with the corporate logo, along with the word "Retail" indicating that the mark is used for retail trade. Details of some of the registered trademarks of the plaintiff wherein RELIANCE along with the corporate logo occupies an essential and memorable feature, as are relevant for the present dispute, are reproduced hereunder:



Mark	Registration Number	Date	Class	Status
	Registration No. 2006915	10.08.2010	03	Registered and valid up to 10.08.2030
	2006921	10.08.2010	09	Registered and valid up to 10.08.2030
	2006923	10.08.2010	11	Registered and valid up to 10.08.2030
	2006926	10.08.2010	14	Registered and valid




				up to 10.08.2030
	2006933	10.08.2010	21	Registered and valid up to 10.08.2030
	2006936	10.08.2010	24	Registered and valid up to 10.08.2030
	2006937	10.08.2010	25	Registered and valid up to 10.08.2030
	2006941	10.08.2010	29	Registered and valid up to 10.08.2030
	2006942	10.08.2010	30	Registered and valid



				up to 10.08.2030
	2006943	10.08.2010	31	Registered and valid up to 10.08.2030
	2006944	10.08.2010	32	Registered and valid up to 10.08.2030
	2006945	10.08.2010	33	Registered and valid up to 10.08.2030
	2006946	10.08.2010	34	Registered and valid up to 10.08.2030
	2006947	10.08.2010	35	Registered and valid

Handwritten signature



				up to 10.08.2030
	2006950	10.08.2010	35	Registered and valid up to 10.08.2030

43. It is submitted that the aforesaid trademarks are valid and subsisting.

44. It is submitted that the trade name and trademark RELIANCE has gained enormous reputation and goodwill so much so that the word RELIANCE has today become a household name in India and the companies of the RIL Group are known and referred to as one of the pioneering architects of modern India. On account of the substantial monies spent and efforts put in by the plaintiff in conducting large scale promotional activities using the trademark and corporate name RELIANCE, the same is identified with and is distinctive of both the plaintiff. Valuable common law rights have thus come to vest in the trademark and name RELIANCE, which is associated with the plaintiff.

45. It is submitted that the plaintiff's group companies believed that Indian brands not only have a rich heritage but also boast a deep-rooted connect with Indian consumers due to their unique tastes and flavours. Based on this belief, the plaintiff vide a Deed of Assignment dated 30th August, 2022, acquired the age-old iconic beverage brand 'CAMPA' from its predecessors i.e., Campa Beverages Private Limited ("CBPL").



46. It is submitted that prior to the plaintiff's acquisition of the 'CAMPA' brand, CBPL had adopted the trademark 'CAMPA' in 1972 in its corporate name and, along with Pure Drinks New Delhi Limited ("PDNDL"), commenced its use for its products on and from September 1977. CBPL soon became the market leader in the soft drinks segment in India. Subsequently, vide a Deed of Assignment dated 17th August, 1983, PDNDL assigned all the CAMPA marks owned by it to CBPL. Pursuant to the same and as mentioned above, the plaintiff acquired the "CAMPA" trademarks from CBPL vide the aforesaid Deed of Assignment dated 30th August, 2022. It is also pertinent to mention that acquisition of 'CAMPA' marks by the plaintiff was reported in multiple news articles.

47. It is submitted that since, then, the plaintiff has dedicated immense time, money and effort in the re-launch of the well-known 'CAMPA' brand under the aegis of Reliance group through various promotional campaigns, advertising, social media campaigns, etc. The plaintiff has further licensed the 'CAMPA' trademarks including, *inter alia*, 'CAMPA',



, and its variants thereof to its affiliate companies, *inter alia*, Reliance Consumer Products Limited for use in relation to FMCG products and manufacturing of the 'CAMPA' beverages products.

48. It is submitted that by virtue of continuous use of the trademark 'CAMPA' in relation to beverages since the year 1972 by the plaintiff through their predecessor, enormous business has been transacted therein



and, unique goodwill and reputation has been generated, which is associated with the plaintiff and its group companies. The trademark 'CAMPA' is highly distinctive of the goods sold by the plaintiff. Valuable common law rights have, thus, come to vest in the trademark 'CAMPA' being synonymous with the plaintiff.

49. It is submitted that CBPL, launched its own brand 'CAMPA COLA' in and around the year 1970 and soon became the market leader in the soft drinks segment in India. The plaintiff's said predecessor had two bottling plants in Mumbai and Delhi, which sold the beverages under its brand 'CAMPA' with the slogan 'The Great Indian Taste'. While re-launching the brand 'CAMPA' the plaintiff stated, "Bringing back 'The Great Indian Taste' with CAMPA". Further, it is submitted that the plaintiff hopes to inspire the Indian consumers to embrace this Indian fifty year- old iconic brand and be able to trigger a new excitement in the beverage segment. Moreover, the plaintiff states that, 'CAMPA' is aimed at bringing back the nostalgia associated with the brand that will be cherished by the older members of every Indian family while the younger consumers will enjoy the crisp refreshing taste of the said beverage. 'CAMPA' in a new contemporised avatar is part of plaintiff's bid to accelerate penetration into the nation's rapidly growing consumer goods market with its own versions of products, ranging from soaps and shampoos to cookies and cola.

50. It is submitted that 'CAMPA' marks have also been recognised as well-known trademarks by the High Court of Judicature at Bombay in *Reliance Retail Limited and Anr. v. www.campacolaapplicationstatus.com and Ors.* in *Commercial IP Suit No. 17916 of 2023*, order dated 06th July, 2023 ("Campa Cola Order").



51. It is submitted that the plaintiff's trademark 'CAMPA' is well known to Indian consumers due to the exposure of such consumers to advertisements of the 'CAMPA' products through various social and audio-visual mediums including advertisements on print, social media, internet presence, prominent magazines. The popularity and widespread recognition of plaintiff's 'CAMPA' is further evident from its substantial annual turnover. The annual turnover of the plaintiff, pursuant to the acquisition, in FY 2023 and FY 2024 (till June) is provided below:

Financial Year	Annual Turnover (INR)
2023	197.18 crores
2024 (Till June)	329.47 crores

52. It is submitted that the plaintiff's goods have been widely advertised and published through various media of publicity over the years through its predecessor. Owing to the continuous, extensive, open use and advertisement of the 'CAMPA' trademarks by the plaintiff through its predecessor, the said trademarks have earned a unique goodwill and reputation in the minds of the public and in the trade and markets so much so that the goods branded under the trademark 'CAMPA' have become distinctive of the plaintiff's goods and any use of the mark 'CAMPA' in the industry is exclusively identified with the plaintiff and its predecessor and no one else. The plaintiff's 'CAMPA' marks are, thus, recognised by a large section of the society, the masses, the people in the trade and the customers as a well-known trademark identified exclusively with the plaintiff and its



predecessor. The plaintiff's announcement of re-launch of the 'CAMPA' brand was received with enthusiasm by netizens and a flood of comments, remarks and tweets were received on social media.

53. It is submitted that the plaintiff further enjoys an established internet presence whereby a simple search for 'CAMPA' on search engines such as Google, reveals reference to the plaintiff alone. The plaintiff also owns and operates a dedicated website <https://campabeverages.com/>. A screenshot of the said website is reproduced below:



54. The domain name campabeverages.com has been registered since 19th April 2011. The said website, besides providing a comprehensive overview of the 'House of CAMPA' product range which include *inter-alia*, CAMPA COLA, CAMPA ORANGE, CAMPA LEMON, CAMPA POWERUP and CAMPA CRICKET, offered by the plaintiff, also showcases its official partnership with the Indian Cricket Team for its CAMPA CRICKET product.

55. It is further submitted that subsequent to the acquisition of the 'CAMPA' brand by the plaintiff, the goodwill as well as the reputation of the said 50-year-old company, increased manifold. Further, considering the acquisition in mind, many companies such as the defendant attempted to



wrongfully gain from the widespread popularity of the ‘CAMPA’ brand of the plaintiff and the plaintiff has continuously and diligently taken adequate steps to protect its intellectual property.

56. It is submitted that in view of the above, the plaintiff has acquired legal, vested, statutory and common law rights to the exclusive use of the ‘CAMPA’ trademarks and brand, on account of its creation, prior adoption, prior registration, as well as for its long, exclusive and extensive commercial use.

57. It is submitted that the plaintiff’s ‘CAMPA’ trademark has achieved tremendous reputation and valuable goodwill, through the plaintiff and its predecessor, which remains unique and unparalleled. The original coined ‘CAMPA’ term in itself is a unique and arbitrary term which has found its place as a brand associated with the masses in India and is known to a substantial segment of people in India. Therefore, the plaintiff’s ‘CAMPA’ trademark deserves the highest degree of protection, even against the misuse in relation to goods and services which do not fall under the ambit of the use undertaken and the registrations secured by the plaintiff.

58. It is submitted that recently, the plaintiff was shocked and dismayed to receive a letter, from one Mr. Md. Rafeeq Thalangara Abdul Khader (customer of the plaintiff/ member of the public), which he had received from a fake enterprise disguised as an agent of the plaintiff, offering him a position as a ‘super stockiest’ of the fake enterprise ‘Campa Cola Pvt. Ltd.’, using the domain name ‘rilbusiness.in’.

59. It is submitted that pertinently, the aforementioned letter, contained payment instructions and details of the bank account on which payment is required to be made to ‘Campa Cola Industries’, the fake beneficiary name



used by the fake enterprise (impleaded herein as defendant no.1). The bank account details mentioned in the letter are reproduced herein below:

*“BANK NAME – CENTRAL BANK OF INDIA
BENEFICIARY NAME – CAMPA COLA
INDUSTRIES
ACCOUNT NUMBER – 5649763888
IFSC CODE – CBIN0280623
BRANCH – CHEMBUR, MUMBAI”*

The abovementioned Bank i.e. Central Bank of India has been impleaded as defendant no.24 to disclose the information *inter alia* bank account and beneficiary’s KYC details.

60. It is submitted that on receiving the abovementioned letter, and several similar complaints from its customers and employees, the plaintiff conducted a detailed search and came across several websites and social media pages conducting similar fraudulent businesses while being disguised as an agent of the plaintiff. These fake enterprises/ rogue defendants are indulging in targeting unwary customers visiting these fraudulent pages, as a bait, by unauthorisedly offering them the chance to run a franchise in the name of CAMPA COLA or using the RELIANCE name and collecting huge sums of money by impersonating the plaintiff and/or plaintiff’s employees/ agents. Therefore, the rogue defendants, in order to falsely induce and gain trust of such unsuspecting customers, are using the brand names, logos, tagline, images, official website address, identical/ deceptively similar website interface, etc., of the plaintiff. The rogue defendants are also using, *inter alia*, the RELIANCE and CAMPA family of marks, and calling upon innocent customers to pay advance charges/ fees and provide personal



details in return for a chance to become a 'super stockiest', 'dealership' and/or 'distributorship' of the plaintiff.

61. It is submitted that some of these rogue defendants' websites also incorporate franchise forms and applications to be submitted by the interested customer, which seeks particulars such as phone number, investment amount, business type, etc. Additionally, the websites use interfaces that are identical to the interface of the plaintiff's official website, which further evinces the *mala fide* intent to dupe unwary customers into falling prey to the deceitful and fraudulent activities of the rogue defendants. The use of the identical colour combination, logos, images, product labels, website interface, etc, is misleading unsuspecting members of the public to believe that they are viewing the plaintiff's official website and applying for a genuine franchise advertised by the plaintiff for its CAMPA business.

62. It is submitted that since the defendant nos. 1-10 and 27 are indulging in similar activities and are duping the public with common *mala fide* intentions, these entities/ persons have been joined as defendants in the present suit. Further, considering the common modus operandi used by these defendants, it is apprehended that defendant nos. 1-10 and 27 are connected to each other.

63. It is submitted that the rogue defendants have not been authorized to use the plaintiff's marks, including, *inter alia* 'RELIANCE', 'CAMPA', and 'CAMPA COLA'. Thus, any such use by the rogue defendants, amounts to infringement of the exclusive rights owned by the plaintiff, within the purview if the Trade Marks Act, 1999.

64. It is submitted that the rogue defendants, by virtue of using identical trademark/logos, viz., *inter alia*, 'RELIANCE', 'RELIANCE RETAIL',



, CAMPA,



, and

its variants thereof, have passed off and infringed the plaintiff's trademark rights as per Section 29 of the Trade Marks Act 1999.

65. It is submitted that the rogue defendants are unauthorisedly using plaintiff's original artistic work, including, *inter alia*, CAMPA brand related advertisement videos, website, posters, product images and/or tag lines, amounting to infringement of the plaintiff's copyrights under Section 51 of the Copyright Act, 1957. The adoption and use of the said impugned pirated artwork by the rogue defendants is clearly dishonest, deceitful and an act of fraud.

66. It is submitted that as is evident from the unauthorised adoption of the plaintiff's marks, the rogue defendants have deliberately used an identical mark in order to induce consumers having average intelligence and imperfect recollection, under the mistaken belief that they emanate from the plaintiff and bear an association with the plaintiff's popular and globally recognized brand. Consumers are bound to be confused when confronted with the use of the 'RELIANCE', 'CAMPA' and 'CAMPA COLA' logo in any manner whatsoever by the rogue defendants.

67. It is submitted that there is a great likelihood that actual and potential customers will be further induced into believing that the rogue defendants have some connection and/or association with the plaintiff. Hence, the plaintiff's intellectual property rights are bound to be diluted. Therefore, the



rogue defendants' illegal actions would consequently and irreparably damage the plaintiff's reputation and goodwill.

68. It is submitted that in addition to violation of the trademark rights of the plaintiff, the actions of the rogue defendants apart from being completely fraudulent, also amount to the torts of unfair trade practices and misappropriation. It is submitted that the entire *modus operandi* of the rogue defendants *ex facie* demonstrates that they are aware of the nature of their illegal activities, have deliberately conceived and implemented actions so as to make wrongful gain by causing wrongful loss to unsuspecting members of the public. The entire illegal actions of the rogue defendants are motivated at making illegal gain. The rogue defendants' wrongful and dishonest acts of using the deceptive and identical mark(s) to secure illicit financial gains has caused and will continue to cause confusion and deception in the minds of the public and the members of trade circles. Moreover, it would also lead to the common belief, that there is a definite association / connection between the plaintiff and the rogue defendants/ impugned websites. Such actions apart from being violative of statutory and common law rights, are also opposed to honest business practices and amount to unfair trade practices and misappropriation.

69. It is submitted that therefore, the plaintiff has been constrained to file the present suit requiring the urgent intervention of this Court to injunct the illegal and fraudulent activities of the rogue defendants, considering the large-scale infringement and passing off of the plaintiff's well-known trademarks, committed by the rogue defendants, and to also issue orders which would enable the plaintiff to expeditiously discover the true identity(ies) of the rogue defendants.



70. In view of the above circumstances, the plaintiff has demonstrated a *prima facie* case for grant of injunction and in case no *ex-parte ad-interim* injunction is granted, the plaintiff will suffer an irreparable loss. Further, the balance of convenience also lies in favour of the plaintiff and against the defendants.

71. Accordingly, till the next date of hearing, the following directions are issued:

- I. Defendant nos. 1 to 10 and 27, by themselves, their owners, proprietors, partners, servants, employees, and all others in capacity of principal or agent acting for and on behalf, or anyone claiming through, by or under it, are restrained from using the plaintiff's



trademarks 'RELIANCE', and/or any deceptive variants thereof, which is identical and/or similar to the plaintiff's trademarks, in any manner thereby amounting to infringement/passing off/ amounting to misappropriation, dilution and tarnishment of plaintiff's trademarks.

- II. Defendant nos. 1 to 10 and 27, by themselves, their owners, proprietors, partners, servants, employees, and all others in capacity of principal or agent acting for and on behalf, or anyone claiming through, by or under it, are restrained from using the plaintiff's



trademarks , etc. and/or any



deceptive variants thereof, which is identical and/or similar to the plaintiff's trademarks, in any manner thereby amounting to infringement/passing off/ amounting to misappropriation, dilution and tarnishment of plaintiff's trademarks.

- III. Defendant no. 11 is directed to suspend the WhatsApp accounts in connection with the mobile numbers, which are identified as *Document-A* attached along with present order. Defendant no. 11 is also directed to disclose the Basic Subscriber Information ("BSI") of the aforesaid number.
- IV. Defendant no. 12, i.e., Meta Platforms, Inc., is directed to suspend the Facebook and Instagram accounts identified at *Documents - B and C*, attached with the present order. They are further directed to disclose the contact and other details of the account holder such as name, E-mail address, phone number, etc., whatever information is available.
- V. Defendant no. 13, i.e., LinkedIn, is directed to suspend the LinkedIn accounts identified at *Document-D* attached with the present order. Further, defendant no. 13 is also directed to disclose the contact and other details of the account holder, such as name, E-mail address, phone number, etc.
- VI. The defendant nos. 1 to 10 and 27 are directed to remove the YouTube Accounts associated with the links identified at *Document-F* attached with the present order. The same shall be done within a period of 48 hours from today. In case, the said defendants do not take the appropriate action, then defendant no. 25 is directed to suspend the YouTube accounts associated with the links identified at *Document-F* attached with the present order. Further, defendant no.



- 25 is directed to disclose the contact and other details of the account holder such as name, e-mail address, phone number, IP addresses etc.
- VII. Defendant no. 26, i.e., X Corp., is directed to suspend the X accounts identified at *Document-G* attached with the present order. Defendant no. 26 is further directed to disclose the contact and other details of the account holder, such as name, E-mail address, phone number, IP addresses, etc.
- VIII. Defendant nos. 14 to 18, are directed to suspend the domains identified in *Document-E*, attached with the present order. Further, the defendants are also directed to disclose the contact and other details of the owner / registrant of the impugned domain names, such as name, E-mail address, physical address, phone number, all IP addresses used by defendants, as available with the said defendants.
- IX. Defendant nos. 19 to 21 are directed to block access to the rogue defendants' websites identified at *Document-E*, attached with the present order. Defendant nos. 19 to 21 are further directed to disclose the relevant KYC details of the numbers identified at *Document-A* attached with the present order.
- X. Defendant no. 22, i.e., Ministry of Electronics and Information Technology ("MEITY") and 23, i.e., Department of Telecommunications ("DOT"), are directed to issue a notification calling upon the various internet and telecom service providers registered under it, to block access to the various websites / rogue defendants identified by the plaintiff in the instant suit at *Document-E*, attached with the present order.



- XI. Defendant nos. 22 and 23 are directed to block access to the various mobile numbers identified by the plaintiff in the instant suit at *Document-A*, attached with the present order.
- XII. Defendant no. 24 is directed to suspend the following bank account of defendant no. 1, i.e.,
- “Bank Name – Central Bank of India
Beneficiary Name – Campa Cola Industries
Account Number – 5649763888
IFSC Code – CBIN0280623”*
- XIII. Defendant no. 24 is also directed to disclose the identity of the aforementioned account holder, KYC documents, identity related documents and bank statements from the date of opening of the account till date.
72. Liberty is granted to the plaintiff to file an affidavit with respect to such individual/entities, which are discovered during the course of the proceedings to have been engaging in infringement of the plaintiff’s intellectual property rights, or anyone claiming under them.
73. It is directed that today’s order shall be extended to such persons/websites/telephone number, as and when, an affidavit in this regard is filed by the plaintiff, which shall be listed before the Joint Registrar (Judicial).
74. Upon satisfaction of the learned Joint Registrar (Judicial), today’s order shall be extended to such persons/domains/websites/telephone numbers, who are engaged in similar infringing activities.
75. Issue notice to the defendants.
76. Notice is accepted by learned counsel appearing for defendant nos.



15, 22, 23 and 25.

77. Issue notice to the other defendants by all permissible modes, upon filing of process fees, returnable on the next date of hearing.

78. Reply be filed within a period of four weeks, from the date of service.

79. Rejoinder thereto, if any, be filed within a period of two weeks, thereafter.

80. Compliance of Order XXXIX Rule 3 CPC, be done, within a period of two weeks, from today.

81. List before the Court on 19th March, 2025.

MINI PUSHKARNA, J

DECEMBER 23, 2024

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DOCUMENT A

Mobile Number-TSP-Whatsapp (Defendant No.27 – Ashok Kumars)

(WhatsApp Screenshots @pg nos. 762-766; Truecaller Screenshots @pg nos. 767-769; as mentioned on social media pages @ additional documents dated 22.12.2024)

Mobile Number	ISP/TSP (As per Truecaller)	Whether on Whatsapp
072830 65686	Unknown	Yes
098317 85390	Airtel	Yes
083209 59080	Jio	No
099481 40147	Unknown	Yes
9492654330	BSNL	Yes

Mobile Number-TSP-Whatsapp (Defendant Nos. 1-10)

(as mentioned on social media pages @page nos. 589, 256, 359, 382, 395, 428, 431; WhatsApp and Truecaller Screenshots @ additional documents dated 22.12.2024)

Mobile Number	ISP/TSP (As per Truecaller)	Whether on Whatsapp
8981373538	Airtel	Yes
7044845243	Airtel	Yes
091412 22288	BSNL	Yes
091364 00564	Airtel	No
6291 573 788	Jio	Yes
0 (800) 123 45 67	Unknown	No
9038985852	Airtel	Yes



DOCUMENT B

Instagram Link

1.	https://www.instagram.com/campa_cola_official/	@568-570
2.	https://www.instagram.com/campacolabusiness/	@571-572
3.	https://www.instagram.com/campacola2024/	@573-574
Additional Link:		
4.	https://www.instagram.com/campa.beverages	@additional documents dated 22.12.2024



DOCUMENT C

Facebook Links

1.	https://www.facebook.com/bijapurupdates	@357-367
2.	https://www.facebook.com/Campacolarelance/	@452-456
3.	https://www.facebook.com/profile.php?id=61558639242270&sk=about	@468-470
4.	https://www.facebook.com/groups/323473527054723/	@446-448
5.	https://www.facebook.com/groups/255192297240588/	@449-451
6.	https://www.facebook.com/Campacolarelance	@452-456
7.	https://www.facebook.com/profile.php?id=61557146792985	@457-461
8.	https://www.facebook.com/profile.php?id=61556685400977	@462-465
9.	https://www.facebook.com/profile.php?id=61557891894764	@466-467
10.	https://www.facebook.com/profile.php?id=61558639242270	@468-470
11.	https://www.facebook.com/groups/926113245756359/	@471-473
12.	https://www.facebook.com/profile.php?id=61558567170480	@474-477
13.	https://www.facebook.com/profile.php?id=61556377298320	@478-483
14.	https://www.facebook.com/profile.php?id=61558560437370	@484-485
15.	https://www.facebook.com/profile.php?id=61557360581334	@486-490
16.	https://www.facebook.com/profile.php?id=61556323940207	@491-495
17.	https://www.facebook.com/profile.php?id=61558130161591	@496-498
18.	https://www.facebook.com/profile.php?id=61559953251989	@499-501
19.	https://www.facebook.com/profile.php?id=61559402983184	@502-503
20.	https://www.facebook.com/profile.php?id=61560306102912	@504-507
21.	https://www.facebook.com/profile.php?id=61560874979394	@508-510
22.	https://www.facebook.com/profile.php?id=61556972525430	@511-515
23.	https://www.facebook.com/profile.php?id=61559813368984	@516-517
24.	https://www.facebook.com/profile.php?id=61560859157298	@518-519
25.	https://www.facebook.com/profile.php?id=61557384280831	@520-522
26.	https://www.facebook.com/profile.php?id=61558421316650	@523-525
27.	https://www.facebook.com/profile.php?id=61564816861876	@526-530
28.	https://www.facebook.com/profile.php?id=61555811961474	@531-536
29.	https://www.facebook.com/profile.php?id=61557902285992	@533-536
30.	https://www.facebook.com/profile.php?id=61564531907354	@537-546
31.	https://www.facebook.com/profile.php?id=61562283950316	@547-549
32.	https://www.facebook.com/profile.php?id=61565662303240	@550-554
33.	https://www.facebook.com/profile.php?id=61563759253505	@555-567
Additional Links:		
34.	https://www.facebook.com/profile.php?id=61569703478987	@additional documents dated



		22.12.2024
35.	https://www.facebook.com/profile.php?id=61570051742011	@additional documents dated 22.12.2024
36.	https://www.facebook.com/profile.php?id=61568208747896	@additional documents dated 22.12.2024



DOCUMENT D

LinkedIn Links

1.	https://www.linkedin.com/company/campa-cola-franchise-dealership-distributorship/	@575-578
2.	https://www.linkedin.com/company/campa-cola-company-franchise-online-apply-campa-cola-dealership-distributorship-apply-online/	@582-585
3.	https://www.linkedin.com/showcase/campacolabeverage/	@additional documents dated 22.12.2024
4.	https://www.linkedin.com/company/campa-cola-company-franchise-dealership-and-distributorship-online-apply/	@586-588
5.	https://www.linkedin.com/company/campa-cola-franchise-online-apply-campa-cola-dealership-apply-online/	@582-585
6.	https://www.linkedin.com/in/campa-cola-distributorship-near-me-campa-cola-contact-number-3504412b8/	@602-605
7.	https://www.linkedin.com/company/campa-colabusiness/	@575-578
8.	https://www.linkedin.com/in/campa-cola-franchise-online-apply-campa-cola-dealership-apply-online-6658512bb/	@579-581
9.	https://www.linkedin.com/company/campa-cola-company-franchise-online-apply-campa-cola-dealership-distributorship-apply-online/	@582-585
10.	https://www.linkedin.com/company/campa-cola-franchise-dealership-distributorship/	@598-592
11.	https://www.linkedin.com/company/campa-beverages/	@593-596
12.	https://www.linkedin.com/in/campa-cola-company-campa-cola-head-office-number-2066902b9/	@597-601
13.	https://www.linkedin.com/in/campa-cola-distributorship-near-me-campa-cola-contact-number-3504412b8/	@602-605



DOCUMENT E

Website With Corresponding Domain Name Registrar

	Name of the website
Defendant No.1	rilbusiness.in/ Domain Name Registrar: Hostinger Operations, UAB (Defendant No.16)
Defendant No.2	campacola.website/ camparelocation.co.in Domain Name Registrar: GoDaddy, LLC (Defendant No.15)
Defendant No.3	campacolasoftdrink.com/ Domain Name Registrar: Domains hype.com, LLC (Defendant No.18)
Defendant No.4	rilcampacola.online/ Domain Name Registrar: GoDaddy, LLC (Defendant No.15)
Defendant No.5	campacadealer.com/ Domain Name Registrar: NameCheap, Inc. (Defendant No.14)
	campacolabeverages.com/ Domain Name Registrar: GoDaddy, LLC (Defendant No.15)
Defendant No.6	bijapurupdates.com/



Defendant No.7	<p>campa-coladealership.com/</p> <p>Domain Name Registrar: NameCheap, Inc. (Defendant No.14)</p>
Defendant No.8	<p>campacoladealer.com/</p> <p>Domain Name Registrar: GoDaddy, LLC (Defendant No.15)</p>
Defendant No.9	<p>rilindustries.org.in</p> <p>Domain Name Registrar: Endurance Digital Domain Technology Private Limited (Defendant No.17)</p>
	<p>rilindustriesonline.com</p> <p>Domain Name Registrar: Domainshype.com, LLC (Defendant No.18)</p>
Defendant No.10	<p>rilbeverages.com/</p> <p>Domain Name Registrar: Hostinger Operations, UAB (Defendant No.16)</p>

**DOCUMENT F****YouTube Links**

1.	https://www.youtube.com/@Campa_cola_agency_Ghazipur_1-1	@619-620
2.	https://www.youtube.com/@girrajprasadgurjar5245	@621-622



DOCUMENT G

X (Twitter Links)

1.	https://twitter.com/ColaCampa1970	@additional documents dated 22.12.2024
2.	https://twitter.com/campacolaapply	606-608
3.	https://twitter.com/rilcampacola	609-611
4.	https://twitter.com/campacola054321	612-614
5.	https://twitter.com/Campacola1	@additional documents dated 22.12.2024
6.	https://x.com/campacolaapply	606-608
7.	https://x.com/ColaCampa1970	@additional documents dated 22.12.2024
8.	https://x.com/campacola054321	612-614
9.	https://x.com/rilcampacola	609-611
10.	https://x.com/ColaApply71004	615-616
11.	https://x.com/HarishKuma96731	617-618
12.	https://twitter.com/campacolaapply	606-608
13.	https://twitter.com/rilcampacola	609-611
14.	https://twitter.com/campacola054321	612-614
15.	https://x.com/ColaApply71004	615-616
16.	https://x.com/HarishKuma96731	617-618

Annexure

Subject: Action requested to be taken by MEITY and Plaintiff for effective removal of content for viewing by public at large within India as per the said orders of Hon'ble Court.

It is observed that a number of orders of Hon'ble Court are issued for blocking of websites every month. There are around more than 2700 ISPs in India and these ISPs are connected among themselves in a mesh network. DOT is instructing each of the ISPs through emails/through its website for blocking of the websites as ordered by the Hon'ble Courts. Ensuring compliance of the orders by each of the ISPs is a time-consuming and complex task especially in view of multiplicity of orders of Hon'ble Courts, multiplicity of websites to be blocked and multiplicity of ISPs.

2. Allocation of Business Rules inter-alia states thus:-

'Policy matters relating to information technology; Electronics; and Internet (all matters other than licensing of Internet Service Provider).'

3. In view of above and in order to ensure effective removal by content for viewing by public at large, the plaintiff is requested to do a trace route of the web server hosting the said website. In case the web server happens to be in India, the plaintiff may inform the same to Meity who may direct the owner of such web server to stop transmission of content as per IT Act and as directed by the Hon'ble Court so that the content would be blocked from the source itself and the exercise of blocking by 2700 ISPs would not be required.

4. In case such server is located abroad i.e. outside India then access to such URL/website can be blocked through the international internet gateways which are much less in number. This would result in timely and effectively removal of undesirable content for viewing by public at large as is the requirement as per the orders of Hon'ble Court.