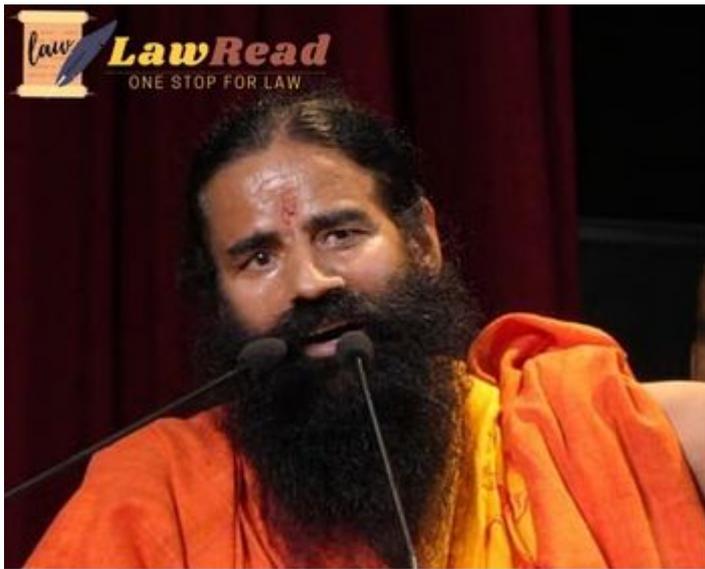


News

Baba Ramdev is removing criticism with a personality rights suit: Delhi High Court's social media accounts.



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**BABA RAMDEV IS REMOVING CRITICISM WITH
A PERSONALITY RIGHTS SUIT: DELHI HIGH
COURT'S SOCIAL MEDIA ACCOUNTS**

at order to safeguard his name, likeness, image, and other aspects of his identity, Baba Ramdev has launched a personality rights lawsuit at the High Court.

The Delhi High Court was informed on Tuesday by social media intermediaries that Baba Ramdev's personality rights lawsuit includes requests orders to remove news stories, fact-checks, political remarks, parodies, and satire.

Passing such orders would be a violation of citizens' right to free speech, according to the

attorneys for the social media companies.

Videos of Ramdev riding an elephant, one depicting him lying in front of an allopathic physician seeking treatment, and one mentioning gas costs are some of the content that has been requested to be removed. They claimed that the law protected such expressions.

According to X's attorney, Ramdev has referred 16 URLs to X, 14 of which have already been taken down. According to him, one of the people Ramdev has identified is an X user who has adopted the moniker Karl Marx.

"Therefore, I believe the plaintiff [Ramdev] is satisfied unless Karl Marx files for personality rights," the attorney stated.

Advocate Varun Pathak, who represented Meta, said that although they have no issue eliminating offensive material, news reporting cannot be prohibited by personality rights. We have no trouble eliminating egregious content, but does the plaintiff get a personality if a news outlet exposes inaccurate information about him? Pathak went on.

Additionally, the intermediaries resisted any dynamic injunctions (the proactive removal of content by intermediaries) or global blocking orders in the case.

Justice Jyoti Singh pointed out that the Court is not taking that into consideration either, and that there was no prayer for a dynamic injunction.

Rajiv Nayar, a senior advocate, represented Ramdev today and argued against the social media intermediaries' statements.

According to him, social media companies should be fair, but in this instance, the middlemen were objecting to the removal of insulting and libellous content.

"The middleman is always more equitable, but in this instance, all of a sudden...He said, "They [infringers] have used my image."

Additionally, Nayar claimed that the posts he is requesting be taken down are derogatory.

"I am advocating for the removal of any disparaging remarks that violate my

personality rights. I'm lying down, and I'm going to allopathy because of my chyawanprash," he stated.

After hearing the case for a while, Justice Singh observed that Ramdev's attorney and the social media companies couldn't agree on content removal. As a result, it instructed Ramdev to submit a list of the content he wishes to have deleted and ask the social media companies to object to it. "I'll review them and make a determination," the Court declared.

On February 18, the case will be heard.

In an attempt to safeguard his voice, image, likeness, distinctive delivery and discourse style, and other characteristics that are only associated with him, Ramdev has launched a personality rights lawsuit.

He has asked for orders to cease using his names, acronyms, monikers, or titles without permission, including "Ramdev," "Swami Ramdev," "Baba Ramdev," "Yog Guru Ramdev," "Yog Guru Swami Ramdev," and others.

According to the lawsuit, his name, face, and persona enjoy exceptional goodwill and trust, which a number of organizations are abusing through deepfakes, phony endorsements, and unapproved business affiliations.

The lawsuit also claims that his persona was being utilized to produce entertainment and online interaction content.

Advocates Simranjeet Singh, Rishabh Pant, and Osheen Verma of Athena Legal have filed the lawsuit.

Satya Ranjan Swain, a Central Government Standing Counsel (CGSC), represented the Ministry of Electronics and Information Technology (MEITY) and the Department of Telecommunications (DoT).