

In addition, Justice Singh ordered Google, Meta, and X Corp, the social media intermediaries, to remove links to such content within 72 hours if the organizations and individuals who uploaded them, as well as the domain name registrars, fail to do so within three days of the Court's July 2 decision.

Jyoti Singh, the judge

The Court made the interim judgment in a claim brought by Kishan demanding the preservation of his personality rights and requesting orders against the distribution of AI-generated obscene and disparaging content on websites and social media.

He also flagged a radio segment titled **"What is Love with Kavi Kishan" on Ishq 104.8 FM. He claimed that by utilizing his name, picture, and likeness for profit without his consent,** the segment had infringed his rights. He also mentioned that IshqFM's official Instagram account had a video created by AI that included his faux mimicry.

Ishq 104.8 FM's owner, Creative Channel Advertising and Marketing Private Limited, commonly known as Manoranjan TV Network, is now facing an injunction order from the court.

A number of additional parties, including John Does (unknown persons) who were determined to have uploaded similar content, are also subject to the interim order for the removal of content found to violate Kishan's personality rights.

A follow-up hearing is scheduled for October 15.

Kishan was represented by senior attorneys **N Hariharan and Sanjay Upadhaya,** as well as attorneys **Neeraj Grover, Krishna Kumar Shukla, Madhav Anand, Pranav Prasoon, Alvin Antony, Mansi Bachani, Kunal Khanna, and Kartik Mitra.**