

News

The Delhi High Court said it will issue an order defending Aiswharya Rai Bachchan's personality rights.



The performer has claimed that unapproved commercial exploitation of her name, picture, and AI-generated likeness is occurring.

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On Tuesday, the Delhi High Court declared that it would issue injunction orders safeguarding Bollywood star Aishwarya Rai Bachchan's personality and publicity rights.

Justice Tejas Karia made a suggestion that people and websites that alter Bachchan's photos or use her persona without permission would be prohibited.

"The requests are broad, and we will issue an order against every defendant. whether a common order can be passed. The Court declared, "We will issue the injunction separately."

After hearing arguments in a lawsuit Bachchan filed to defend her rights to fame and individuality, Justice Karia made the remarks.

On behalf of the star, Senior Advocate Sandeep Sethi contended that unauthorized individuals are using her image, likeness, and personality for pornographic as well as retail sales.

It's startling. They're using her altered photos. All of it is AI-generated. Intimate photos that are utterly unrealistic... Someone's sexual urge is being satiated by her likeness, persona, and image. "He [defendant] is using my name and face to get money," Sethi said.

He cited Aishwarya Nation Wealth, a company that named Bachchan its chairperson and included her photo on its stationery.

"My client has never spoken to them or had any prior knowledge of them. He said that there was fraudulent purpose.

Aishwarya Rai Bachchan was represented by Senior Advocate Sandeep Sethi, along with attorneys Pravin Anand, Ameet Naik, Madhu **Gadodia**, Dhruv Anand, and Udit **Patro** from Anand and Naik.