

News

The Delhi High Court will hear Gautam Gambhir's appeal against deepfake videos and unauthorized image use



Gautam Gambhir, the head coach of the Indian cricket team, filed a lawsuit, and the **Delhi High Court** has set a hearing for March 23. Gambhir is seeking immediate relief from the alleged misuse of his voice, image, and personality through fakes content and unapproved commercial exploitation on social media and e-commerce platforms.

When the case was presented to Judge Jyoti Singh on Friday, Gambhir's attorney contended that it raises grave concerns regarding both the coach's dignity and the violation of his personality rights.

Advocate Jai Anant Dehadrai, who was representing Gambhir, informed the court that his

client had suffered "material consequences" as a result of fraudulent deepfake movies that were doing the rounds online. He cited incidents in which footage purportedly showed Gambhir abusing a teammate or stepping down as head coach following a subpar performance.

Certain things have tangible repercussions. Imagine if the Indian squad's head coach is being forced to announce he is leaving the team through deepfake. Dehadrai said, "It has caused a lot of problems.

The attorney also emphasized Gambhir's proven commercial worth, pointing out that he has endorsement agreements with well-known companies. He claims that deepfake content and impersonation have a direct impact on his business interests and professional reputation.

After the complaint was filed, the court was informed that one of the users who had posted a fake resignation video—which received almost **29 lakh views**—removed the material and apologized.

The lawyer requested an interim order to prevent multiple companies, including anonymous defendants, from continuing to abuse Gambhir's personality rights, highlighting his long involvement with Indian cricket, spanning 23 years as a player and now as head coach.

But after finding several inconsistencies in the plaint, the High Court postponed the hearing and gave Gambhir's legal team time to correct them.

In his appeal, Gambhir has asked for orders to stop what he claims is a concerted effort including deepfakes created by artificial intelligence, digital impersonation, and unapproved commercial exploitation of his identity. The lawsuit also challenges the unapproved selling of goods on e-commerce sites that feature his name and appearance.

The case will now be heard again on **March 23**.