

LIGHTS, CAMERA & LAW

MEDIA & ENTERTAINMENT LAWS UPDATES JUNE, 2026



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MUMBAI COURT REFUSES TO HALT OTT RELEASE OF ‘DHURANDHAR: THE REVENGE’ IN COPYRIGHT DISPUTE

The Mumbai city civil court rejected filmmaker Santosh Kumar’s request to stay Over-The-Top (OTT) release of “Dhurandhar: The Revenge”. Mr. Kumar moved to the court seeking interim relief over his claim that the director Aditya Dhar copied his original script. The court noted that Mr. Santosh failed to disclose the fact that a similar plea had earlier been dismissed by the Hon’ble Karnatak High Court, raising questions about his claim, in the present suit. The court further noted that the relevant OTT platforms have not been impleaded as a party to the present suit. The court also observed that the film was released in December 2025, a sequel followed, and Mr. Kumar approached the court only in May, 2026 despite being aware of the film earlier. Accordingly, the court declined the ad-interim relief of Mr. Santosh holding the balance of convenience in favour of the defendants, Aditya Dhar. The court allows the OTT release of the film while the deeper copyright claim remains contested before the court.

Access Link: Source [Here](#).

ZEE-LIBAS MUSIC COPYRIGHT ROW OVER PROMOTIONAL INSTAGRAM REELS, HEADED FOR MEDIATION

The Hon’ble Delhi HC referred a music copyright dispute between Zee Entertainment Enterprises and Zivore Apparel (Libas) to mediation. Zee alleges unauthorised use of its copyrighted songs from its repertoire by Libas in their promotional Instagram reels. Justice Tushar Rao Gedela examines Instagram’s Music Guidelines and policy documents while considering Zee’s application for interim relief against Libas. The central issue is whether a business account can use music available in Instagram’s licensed music library for commercial brand promotions, without obtaining approvals from the rightsholder.

Zee argues that although its music is available on Instagram through its arrangement with Meta, such access is restricted to personal and non-commercial use, and any commercial or advertising use requires separate licensing from the copyright owner. The Court noted that Instagram’s music guidelines place the responsibility on users to obtain necessary rights and prohibit commercial use without proper authorisation, further observing that access to the platform’s music library does not automatically confer rights for commercial exploitation, even for business accounts.

Libas, however, submitted that its use of music available on Instagram was permitted under Meta’s terms. The Court was not convinced at this stage, particularly in view of restrictions on commercial usage.

During the proceedings, Libas stated that it had removed three of the four disputed reels and had also taken down the fourth, though it may still be accessible via a direct link. It further undertook not to use Zee’s music repertoire on Instagram during the pendency of the matter. Both parties expressed willingness to explore commercial resolution through negotiations, accordingly, the matter is scheduled for further consideration on September 7, 2026.

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SALMAN KHAN TAKES LEGAL ROUTE TO PREVENT PREJUDICE OF HIS IMAGE IN BLACK BUCK CASE

Actor Salman Khan takes legal action against the makers of a proposed film “Kala Hiran” allegedly inspired by the Black Buck Poaching case linked to the actor. Mr. Khan has sought an immediate halt to the film’s production, promotion and release on grounds of defamation, infringement of his personality rights, and interference with the administration of justice.

The film is claimed to be based on events surrounding the long-standing Black Buck Poaching case pending before the Hon’ble Rajasthan High Court. Mr. Khan’s contention is that the filmmakers are attempting to commercially exploit the actor’s name, image, and personal attributes without his authorisation. Concerns are also raised over the fact that such depiction of Mr. Khan could result in media trial and may pre-dominantly influence the public perception on a matter sub-judice before the court. Accordingly, Mr. Khan demands that the filmmakers immediately discontinue all activities related to the promotion and publication of the film.

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KERALA HC DECLINES HEARING PLEA CHALLENGING ‘THE KERALA STORY 2’ CERTIFICATION

The Kerala HC refuses to entertain a Public Interest Litigation (PIL) seeking modification of the title of the film ‘The Kerala Story 2 – Goes Beyond’, noting that related proceedings concerning the film are already pending before a single-judge bench and division bench of the court.

The issue arises from an earlier order of the division bench, which stayed a single judge’s discretion suspending the screening of the film for 15 days, thereby allowing its release while further proceedings remain pending. The current PIL was listed before the bench comprising Hon’ble Chief Justice Soumen Sen and Justice Syam Kumar VM. The bench expressed disapproval of certain remarks made in the petition, leaving them question the decision of the division bench that had previously allowed film’s release. The court criticised the inclusion of such observations, following

which an unconditional apology was tendered by the petitioners. The court disposed the PIL while allowing the petitioners to file a fresh petition after removal of the objectionable statements.

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BOMBAY HC DECLINES INTERIM RELIEF IN COPYRIGHT ROW OVER ‘HAI JAWANI TOH ISHQ HONA HAI’

The Hon’ble Bombay HC refused to grant an interim stay on the worldwide release of the film ‘Hai Jawani Toh Ishq Hona Hai’ in connection with a copyright dispute over songs ‘Chunnari Chunnari’ and ‘Ishq Sona Hai’. The plaintiff, Puja Entertainment, sought urgent relief alleging the infringement of rights over the songs originally associated with the film ‘Biwi No. 1’. The court took note that the plaintiff had earlier approached a court in Bihar seeking similar relief and had moved an application to withdraw those proceedings. However, no final order permitting such withdrawal had been passed. The opposite party, Tips Industries and others, in the present suit, argued that approaching multiple courts for similar relief amounts to forum shopping. In light of the above together with delay in approaching the court, the court refused to grant immediate interim relief against the film’s release. A detailed examination of the copyright infringement in the disputed songs will continue to be examined in accordance with law.

Access Link: Source [Here](#).

ASCI REPORT HIGHLIGHTS REGULATORY CHALLENGES OVER OFFSHORE BETTING AND MISLEADING DIGITAL ADVERTISEMENTS

The Advertising Standards Council of India (ASCI), in its Annual Complaints Report for 2024-25, identified offshore betting advertisements as the most violative category in the digital ecosystem across sectors. Several advertisements were found to be promoting offshore betting platforms, including social media channels and influencer-led promotions, despite regulatory restrictions on such activities.

The self-regulatory body noted that a significant number of advertisements violated the ASCI Code for Self-Regulation in Advertising, particularly provisions aimed at preventing advertisements that are misleading, harmful, or promoting products and services prohibited under law. The findings also highlighted the growing challenge of monitoring digital advertisements due to their rapid circulation and wider consumer reach. ASCI further observed that digital platforms accounted for a major share of non-compliant advertisements, requiring stronger compliance measures from advertisers, influencers, and online platforms. The report reinforces the need for greater accountability, regulatory vigilance, and responsible advertising practices to safeguard consumer interests.

Access Link: Source [Here](#).

FWICE WITHDRAWS ACTION AGAINST RANVEER SINGH IN ‘DON 3’ EXIT

The Federation of Western India Cine Employees (FWICE) has withdrawn its non-cooperation directive issued against the actor Ranveer Singh’s alleged exit from the upcoming film ‘Don 3’. The decision came after the actor served a legal notice challenging the action taken by the federation.

The dispute arose after filmmaker Farhan Akhtar and producer Ritesh Sidhwani’s Excel Entertainment approached the Indian Film and Television Directors’ Association (IFTDA), alleging concerns over Mr. Singh’s withdrawal from the project, claiming substantial expenditure has already been incurred during pre-production. The matter was thereafter referred to FWICE, which issued the non-cooperation directive against the actor. Following the objections raised by Mr. Singh through legal proceedings, and after intervention from industry bodies including the Indian Motion Picture Producers’ Association (IMPPA), the Producers Guild of India, and the Cine & TV Artistes’ Association (CINTAA), FWICE decided to revoke the directive with immediate effect. The federation clarified that the withdrawal comes as a step to resolve the dispute through dialogue between all concerned stakeholders. FWICE further stated that its legal team would respond to the notice issued by Mr. Singh. The development highlights broader questions regarding contractual obligations, professional commitments, and the extent of authority exercised by industry associations in disputes involving artists and producers.

Access Link: Source [Here](#).

DRAFT TELECOM RULES, 2026 AIM TO SIMPLIFY COMPLIANCE ACROSS INDIA’S BROADCASTING SECTOR

The Ministry of Information and Broadcasting (MIB) has proposed the Draft Telecommunications (Television, Radio and Associated Services) Rules, 2026, introducing a unified regulatory framework for television, radio, Direct-to-Home (DTH), and other broadcasting services under the Telecommunications Act, 2023. The proposed rules aim at replacing multiple existing guidelines and approval requirements with a single rulebook governing television channels, DTH services, Headend-in-the-Sky (HITS) operators, private FM radio, community radio, and Internet Protocol Television (IPTV). The aim of the proposed rules is to streamline compliance requirements, regulate procedural hinderances like Grant of Permission Agreement (GoPA), to promote ease of doing business for broadcasters and service providers. The draft framework seeks stakeholder participation, allowing public comments before finalisation of the rules. This step is also an attempt to evolve India’s broadcasting regulatory regime and align it with the modern technological advancements and facilitate the broader objectives of the Telecommunications Act, 2023.

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DELHI HC ORDERS TAKEDOWN OF PIRATED DIGITAL MICRO-DRAMA CONTENT OF STORY TV

The Delhi High Court has granted ex-parte ad interim relief in favour of Greenhorn Wellness Private Limited, the operator of the microdrama platform Story TV, in a copyright and trademark infringement suit concerning the unauthorised distribution of its original content across digital platforms. The court restrained various websites, Telegram channels, online indexing services, and unidentified operators from hosting, streaming, reproducing, distributing, downloading, or commercially exploiting Story TV's copyrighted works without their consent. The court was satisfied by the plaintiff to have established a prima-facie case, with the balance of convenience in its favour, and that failure to grant protection could result in irreparable harm. As part of its interim directions, the Court ordered the removal and blocking of identified infringing URLs, directed domain name registrars to suspend the concerned domains, and required disclosure of details relating to the persons operating such platforms. Telegram was also directed to block the infringing channels and submit a compliance affidavit.

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COURT REJECTS RUPEES 2 CRORE COPYRIGHT SUIT AGAINST APP DEVELOPER OVER LACK OF EVIDENCE OF INFRINGEMENT

The Bengaluru commercial court dismissed a Rupees Two Crore copyright infringement suit filed by U.S.-based non-profit organisation Pathways Foundation against Indian app-developer Arpit Roy, holding that the plaintiff failed to establish infringement of its copyrighted materials and resources. The plaintiff alleged that the defendant copied its pediatric development resources, modules, and videos from its "Baby Milestones App" and used them in mobile applications developed by him. The plaintiff further alleged that the defendant removed its branding from the content, commercially exploited the material, and sought a permanent injunction with punitive damages. The Court observed that the plaintiff failed to produce cogent evidence proving continued copyright infringement after the disputed applications had been removed from the Apple App Store. It further noted that the materials relied upon by the plaintiff, including screenshots, were insufficient to establish ongoing unauthorised use of copyrighted content. The Court also considered the defendant's submission that the applications primarily contained embedded YouTube links rather than independently hosted videos. Regarding the text appearing in the applications, the Court was of the view that such content is generic in nature and commonly accessible, and therefore could not independently support a claim of copyright infringement. The court rejected the claim for punitive damages and dismissed the suit with costs as plaintiff failed to establish its case.

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DELHI HC PROTECTS ACHARYA MANISH'S PERSONALITY RIGHTS

The Delhi High Court granted interim protection to Ayurvedic practitioner Acharya Manish in a dispute involving use of his identity through artificial intelligence (AI). The matter concerned the circulation of manipulated videos where his original footage was allegedly combined with AI-generated voice cloning to falsely suggest that he promoted or endorsed certain products or services. The court observed that a person's identity-related attributes, including name, image, likeness, voice, reputation, and persona, cannot be commercially exploited without prior permission and thereby restrained the defendants from creating, publishing, or circulating AI-generated materials that misused Acharya Manish's personality traits.

Access Link: Source [Here](#).

CBFC DISCONTINUES TATKAL CERTIFICATION ROUTE FOR FILMS

The Central Board of Film Certification (CBFC) has discontinued its 'Tatkal' or priority certification mechanism, which previously enabled filmmakers to obtain expedited film certification by paying an additional fee. The mechanism allowed urgent applications to be processed faster than the ordinary certification timeline, providing ease for time-sensitive theatrical releases. With the withdrawal of the fast-track facility, filmmakers will now be required to follow the standard certification procedure prescribed by the CBFC. Industry stakeholders have expressed concerns that the absence of an expedited route may affect release planning, particularly in cases involving last-minute edits, promotional commitments, or fixed theatrical schedules. The producers and distributors may consequently need to incorporate longer certification timelines into their production and release strategies to avoid commercial disruptions.

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PPL INDIA GAINS STATUTORY RECOGNITION FOR SOUND RECORDING LICENSING

The Phonographic Performance Limited (PPL) India has been granted registration as a copyright society under the Copyright Act, 1957, providing statutory recognition to its role in administering and licensing sound recording rights. PPL India represents several Indian and international music labels, manages the licensing of copyrighted sound recordings for public performance and communication across commercial platforms, including hospitality, retail establishments, events, workplaces, malls, etc. The registration strengthens its authority to issue licences and facilitate royalty collection and distribution on behalf of rightsholders. The development addresses previous challenges where certain commercial users disputed licence payments due to the absence of copyright society registration.

With statutory backing now in place, entities using copyrighted sound recordings are expected to obtain appropriate licence and comply with royalty obligations under the copyright framework.

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DELHI HC ORDERS TAKEDOWN OF POSTS TARGETING SITTING JUDGES, HOLDING DIGITAL PLATFORMS ACCOUNTABLE

The Delhi High Court directed the removal of social media posts and videos containing allegedly scandalous and defamatory allegations against a sitting judge, observing that online platforms cannot remain passive participants when unlawful content threatens dignity and independence of the judiciary.

The matter arose from a criminal contempt petition filed by the Delhi High Court Bar Association concerning the circulation of online content that allegedly made serious and unverified accusations against a judge, thereby affecting public confidence in the administration of justice. The Court held that while the right to freedom of speech permits fair criticism of judicial decisions and institutions, it does not extend to baseless allegations that scandalise the Court or interfere with judicial functions. The Court emphasised that social media platforms and intermediaries have a responsibility to act upon unlawful content once notified and cannot merely claim neutrality. Referring to obligations under the Information Technology Act, 2000, the Court highlighted that intermediaries are required to take appropriate steps for removal or disabling access to such material in accordance with law.

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ACTOR SUKANYA WINS THREE-DECADE-OLD DEFAMATION CASE AGAINST VEERAPPAN

The Madras High Court upheld a trial court order directing Sun TV Network to pay compensation to actor Sukanya in a defamation case. The dispute originated from a 1996 television interview in which a forest brigand, Veerappan, made defamatory statement against the actor, including unverified allegations affecting her personal dignity and reputation. Sukanya approached the court alleging that the broadcast of such remarks caused serious harm to her public image and amounted to defamation.

The court observed that media organisations have a responsibility to exercise due care before publishing or broadcasting allegations that may damage an individual's reputation. It noted that the broadcaster had the ability to verify, edit, or remove objectionable portions of the interview before telecast but failed to take necessary precautions. The court upheld the finding that airing defamatory content without proper verification resulted in reputational harm to the actor.

Accordingly, the court directed the television network Sun TV to pay Rupees 10 Lakhs damages to the actor for not having removed the scandalous allegations against her, thereby, bringing closure to the long-pending defamation proceedings after nearly 30 years.

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PREITY ZINTA PURSUES LEGAL ACTION OVER AI DEEPPAKE AND PERSONALITY RIGHTS VIOLATION

The Bombay High Court permits actor Preity Zinta to institute suit against Google LLC, Meta, and other digital entities over the alleged unauthorised use of her identity through AI-generated deepfakes, manipulated images, memes, chatbot personas, and other digital content. The suit alleges infringement of actor's personality rights and moral rights, along with damage to her goodwill and reputation. It was contended that the respondents had created, uploaded, circulated, and made available AI-generated content that misused her name, image, likeness, and persona without authorisation. The court granted leave under Clause XII of the Letters Patent, enabling her to proceed with the suit basis the fact that several respondents were located outside its territorial jurisdiction and the alleged infringing content was accessible globally through online platforms. The suit seeks injunctive relief against the continued creation and dissemination of AI-generated content that allegedly exploits her identity. The matter highlights emerging legal concerns surrounding generative AI technologies, platform accountability, digital impersonation, and the protection of celebrity personality rights in the evolving digital ecosystem.

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MADRAS HC REFUSES TO HALT 'DHRUVA NATCHATHIRAM' RELEASE AMID COMMERCIAL DISPUTE

The Madras High Court dismissed an appeal challenging the release of filmmaker Gautham Vasudev Menon's long-delayed film 'Dhruva Natchathiram', thereby clearing the way for its theatrical release. The Division Bench of the court declined to interfere with the single judge's order, observing that no sufficient grounds were made out to grant an injunction against the film's release. The Court noted that disputes involving monetary claims or commercial arrangements cannot automatically justify stopping the release of a completed film, particularly when other legal remedies remain available to the parties. By rejecting the appeal, the Court allowed the release process to continue while leaving the parties free to pursue their respective claims through appropriate legal proceedings. The decision reinforces the judicial approach that injunctions affecting film releases must be granted cautiously, balancing contractual rights with commercial interests and the rights of creators.

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‘THE INDIA STORY’ DRAWS OBJECTIONS OVER ALLEGED MISREPRESENTATION OF AGRICULTURE SECTOR

The makers of the upcoming film ‘The India Story’ receive legal notice raising objections over certain claims in the film’s teaser regarding the Indian agriculture sector. The notice alleges that the teaser contains misleading and factually incorrect representations that could potentially affect the reputation of India’s agricultural ecosystem. The objection primarily relates to statements and visuals in the teaser concerning the use of chemicals and pesticides in farming practices. The notice claims that such portrayal may create a negative perception among the public and impact stakeholders associated with the agricultural industry. The complainants have sought appropriate action, including reconsideration of the content before the film’s release, and have urged the Central Board of Film Certification (CBFC) to examine the concerns while reviewing the movie.

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KERALA HC SEEKS PRODUCER’S RESPONSE ON PLEA AGAINST ‘THE KERALA STORY 2’ OTT RELEASE

The Kerala High Court issued notice to producer Vipul Amrutlal Shah on a plea seeking removal of ‘The Kerala Story 2: Goes Beyond’ from the OTT platform ZEE5, following objections raised against the film’s continued digital availability. The petitioner alleged that the film’s content creates a misleading portrayal of Kerala and may promote communal disharmony. The plea sought judicial intervention against the film’s OTT streaming and also raised concerns regarding its certification and public impact. While hearing the matter, the Court questioned whether the petition remained maintainable since the film had already completed its theatrical release and was available on OTT. However, it agreed to examine the issues raised and sought the producer’s response before further consideration.

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TRAI’S 12-MIN ADVERTISEMENT CAP UPHOLD BY DELHI HC

A Division Bench of Delhi HC comprising Justice Anil Kshetrapal and Justice Amit Mahajan held that the advertisement cap to a maximum duration of 12 minutes per clock hour was a valid exercise of the Telecom Regulatory Authority of India’s (TRAI) regulatory powers and aimed at balancing broadcasters’ commercial interests with consumer welfare and public interest. The Court observed that the regulation does not restrict content or freedom of expression but only governs the duration of advertisements during television broadcasts. The broadcasters had challenged the regulation on the

grounds that it affected advertising revenue and violated their rights under Articles 14 and 19 of the Constitution. However, the Court rejected these arguments, noting that there is no constitutional right to unlimited commercial exploitation of public resources such as spectrum and airwaves. The Court further recognised that excessive advertisements impact the viewing experience of consumers and held that TRAI was empowered to regulate quality of service standards in the broadcasting sector.

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INTERNATIONAL

CBS ENTERS LICENSING AGREEMENT AFTER UNAUTHORISED USE OF ‘PEANUTS’ MUSIC IN STEPHEN COLBERT FINALE

CBS has agreed to pay a licensing fee to Lee Mendelson Film Productions (LMFP), the rightsholder of the ‘Peanuts’ music catalogue, after the song ‘Linus and Lucy’ was used during the final episode of ‘The Late Show’ with Stephen Colbert, without the permission of the copyright owner. The issue arose when the show’s house band performed the iconic composition by Vince Guaraldi during a comedic segment in the finale episode. Although the use was intended as a humorous reference to copyright enforcement actions involving the ‘Peanuts’ catalogue, it subsequently resulted in CBS entering into a formal licensing arrangement with LMFP. LMPF emphasised the importance of obtaining appropriate permissions before using protected musical works in commercial settings to educate individuals, businesses and government entities. While enforcing its copyright rights, LMFP stated that it viewed the segment positively and announced that the proceeds received from the licensing agreement would be donated to World Central Kitchen, a humanitarian relief organisation.

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EUIPO UPDATES FRAMEWORK FOR RESPONSIBLE USE OF GENERATIVE AI TOOLS

The European Union Intellectual Property Office (EUIPO) updates its internal guidelines governing the responsible use of Generative Artificial Intelligence (GenAI) tools by its staff, aligning the framework with the objectives of the EU AI Act and broader European Commission guidance. The revised guidelines establish a structured framework for the safe, transparent, and accountable deployment of GenAI technologies within the organisation. The measures focus on key compliance principles, including human oversight, data protection, information security, transparency, and verification of AI-generated outputs. The updated framework introduces specific rules regarding the use of prompts and handling of information shared with AI systems. It classifies information based on sensitivity levels and requires staff to exercise caution while processing confidential data, personal information, and protected materials through GenAI tools. EUIPO has also emphasised that AI-generated content must not be relied upon without independent review, requiring users to verify outputs for potential bias, and possible intellectual property concerns, including copyright-related risks. The guidelines reinforce that human accountability remains essential despite the adoption of AI-assisted technologies.

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ADOBE EXECUTIVES UNDER CORPORATE ACCOUNTABILITY OVER GENERATIVE AI TRAINING PRACTICES

A group of Adobe investors filed lawsuit against several current and former company executives, alleging inadequacy to disclose copyright-related risks associated with the development and training of Adobe’s artificial intelligence systems. The investors claim that Adobe’s leadership made public statements assuring stakeholders that its AI models were developed responsibly and without infringing copyrighted material. However, the lawsuit alleges that the company later acknowledged the use of copyrighted works in connection with AI training, raising concerns regarding the accuracy of earlier disclosures. The complaint alleges that Adobe executives misrepresented or failed to disclose potential legal exposure arising from generative AI development, including risks relating to copyright infringement claims, training datasets, and the use of protected creative works. The investors contend that such omissions affected shareholder interests and exposed the company to potential liability.

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AUTHORS CHALLENGE ALLEGED USE OF PIRATED WORKS BY ANTHROPIC

Artificial Intelligence company Anthropic faces fresh copyright infringement lawsuit filed by more than 100 authors who allege that the company unlawfully used pirated copies of their books to develop and train its AI models, including Claude. The authors claim that Anthropic obtained and processed copyrighted literary works from unauthorised online repositories and incorporated them into large-scale datasets without obtaining licences, consent, or providing compensation to rights holders. The plaintiffs contend that such use amounts to unauthorised reproduction and exploitation of protected works under copyright law. The dispute raises significant questions regarding whether AI companies can rely on fair use principles when copyrighted materials are used for model training, particularly when the underlying works are alleged to have been acquired through pirated sources. While courts have considered AI training and transformative use arguments, the legality of obtaining and storing unauthorised copies remains a key issue. The authors are seeking legal remedies, including monetary damages, alleging that unauthorised use of their creative works affects their economic rights and control over licensing opportunities in the emerging AI marketplace.

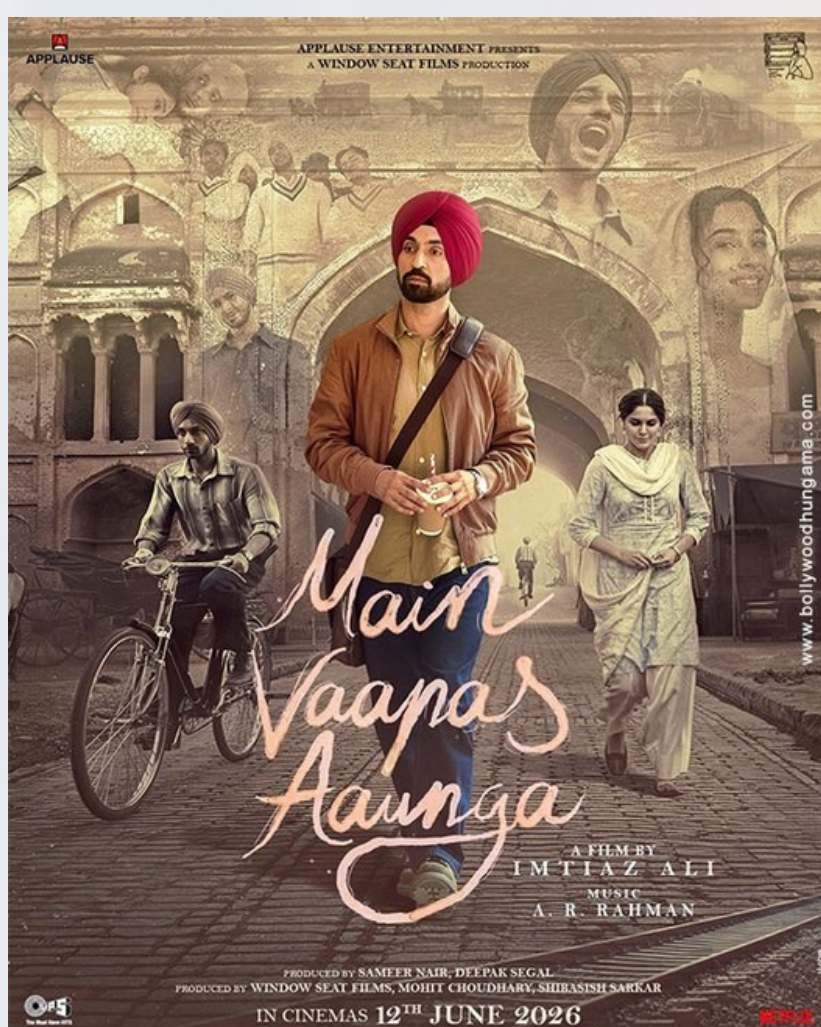
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FIRM HIGHLIGHTS



ANM Global is pleased to have represented KVN Thespian Films LLP, successfully advising on the transactions, including drafting, negotiation and execution of the agreements for the production and exploitation/distribution of the film.

ANM Global is pleased to have represented Clout (a division of Pocket Aces Pictures Private Limited), acting for its exclusive talent Mr. Viraj Ghelani in negotiating and finalizing the Lead Artist agreement for the project.



ANM Global is pleased to have represented Applause Entertainment, successfully advising on the transaction, including drafting, negotiation and execution of the agreements for the production and exploitation/distribution of the film.

FIRM HIGHLIGHTS



ANM Global is pleased to have represented Balaji Telefilms Ltd. in successfully advising on the production and release of the series Lock Upp, including drafting, negotiating, and finalising the agreements with the platform, hosts, and participants.

ANM Global advised and represented DP Jewellers (DP Abhushan Limited) in negotiating and finalising its engagement as an Official Sponsor and the Exclusive Umpire Sponsor for the Madhya Pradesh League for the Scindia Cup.



FIRM HIGHLIGHTS



“EXIT RANVEER, ENTER A CLEARER PICTURE FOR ARTIST EXIT

In India, the legal position regarding contracts involving personal services, such as those of actors, directors and other creative professionals, is that they cannot be specifically enforced. A court will not compel an artist to continue performing in a project against his or her will.

While Indian courts have historically recognised and enforced negative covenants during the subsistence of a contract, such enforcement is not automatic and is subject to important limitations, particularly where the effect would be to force the artist to remain idle or indirectly compel performance.



ANUSHREE RAUTA
Equity Partner (Head of Media, Entertainment & Gaming Practice)

We are pleased to share that our Equity Partner (Head – Media, Entertainment & Gaming Practice), Anushree Rauta, has been quoted in ET Prime in the article “Exit Ranveer, Enter a Clearer Picture for Artist Exit.”



“GOOGLY AT GOOGLE SPARKS HOPE, ETHICS DEBATE

Businesses may now need to exercise greater caution before bidding on rival brands, particularly where the trademark is distinctive, well known, or enjoys substantial goodwill.

By reinforcing the principle that competitors should not benefit from another company’s goodwill and reputation, the court has strengthened the legal toolkit available to brand owners.



RAHUL DHOTE
Equity Partner and Head of IP Practice

In an article published by ET BrandEquity (The Economic Times), Rahul Dhote, Equity Partner and Head of Intellectual Property at ANM Global, examines the implications of the decision for brand owners and advertisers, including the heightened legal risks associated with bidding on competitor trademarks and the Court’s approach to protecting brand goodwill in the digital marketplace.



“LIGHTS, CAMERA, AI: FOR ENTERTAINMENT COMPANIES, A PROMPT MAY COME WITH COPYRIGHT HEADACHE

When a producer invests in AI-led content, the challenge is that the resultant output may not offer the same 'exclusivity' as a traditionally authored work. This potentially creates complexities in enforcing rights against third-party duplication.

Imagine a producer investing a huge amount in an AI-generated show only to find a rival platform releasing strikingly similar lead characters built from comparable prompts. The creator will not have any clear legal recourse available since the original character itself may never have qualified for protection.



ANUSHREE RAUTA
Equity Partner (Head of Media, Entertainment & Gaming Practice)

Anushree Rauta, Equity Partner and Head of the Media, Entertainment & Gaming Practice, has been quoted in ET Prime in its article, Lights, Camera, AI: For Entertainment Companies, a Prompt May Come with Copyright Headache.

FIRM HIGHLIGHTS



We are proud to share that ANM Global has been recognised in the latest IP STARS (Managing IP's rankings publication) as a Notable Firm under Copyright and Related Laws.

We are equally delighted to announce that our Equity Partner and Head of IP Practice, Rahul Dhote has been recognised as a Trademark Star.

ANM Global has been recognised as one of the winners of the India Business Law Journal (IBLJ) Law Firm Awards 2026 for its work in Media & Entertainment.



FIRM HIGHLIGHTS



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