

Misusing mobile applications which bear a deceptive similarity to the Plaintiff's brand, name or logo, besides using the name and logo, through such acts, engaging in forgery, frauds and misleading the public to invest money in the garb of legitimate transactions, warrants interim injunction

The **Delhi High Court** in the case of **Aditya Birla Sun Life AMC Limited vs John Doe [CS(COMM) 716/2026]** dated **July 22, 2026**, has noted that the John Doe Defendant(s) are creating and misusing mobile applications which bear a deceptive similarity to the Plaintiff's brand, name or logo ABSLAMC, besides using the name and logo of 'Aditya Birla Capital', and through such acts, they are engaging in forgery, frauds and misleading the public to invest money in the garb of legitimate transactions. Documents on record demonstrate that Defendant No. 1 are also issuing forged application approval forms which bear false and fabricated stamps, which are used for cheating people and inducing them into delivery of property.

The Court further observed that the John Doe Defendant(s) are not only causing irreparable harm and injury to the Plaintiff's goodwill and reputation since people believe that they are dealing with the Plaintiff, but are also defrauding the general public. The Plaintiff has no association whatsoever with the impugned applications ABSLNHW and ABSLPRIV or with any other unlawful WhatsApp groups and does not own, operate or endorse any such platform designed to cheat the public.

The Court therefore restrained Defendant No. 1/John Doe(s) and all others acting on their behalf from using or exploiting or misappropriating the Plaintiff's brand, goodwill, name including 'Aditya Birla Sun Life AMC Limited' and 'Aditya Birla Capital' and all associated logos and other identifying attributes or any deceptively similar variants thereof, for any commercial and/or personal gain, without the Plaintiff's consent and/or authorization.

The Court has also restrained Defendant No. 1/John Doe(s) and all others acting on their behalf from misrepresenting as the Plaintiff, its MD and/or CEO and/or its employees on any medium including but not limited to digital platforms, websites, mobile applications, groups and social media, so that there is no dilution of the Plaintiff's brand and reputation, and are further restrained from passing off their services as those of the Plaintiff by use of any logo or expressions that are identical or deceptively similar to those of the Plaintiff.

The Court found that fraudulent mobile applications ABSLNHW and ABSLPRIV were deceptively imitating the Plaintiff's ABSLAMC branding and falsely projecting themselves as official investment platforms of Aditya Birla Sun Life AMC Limited, duping innocent members of the public into divulging information and transferring funds under the false belief that they were dealing with the Plaintiff.