

Litigation on Voice Cloning in India

By Prof. (Adv.) Dipak G. Parmar

IP Attorney

Founder, Cyber-IPR

Ex-DPIIT IPR Chair Professor

WIPO Mediator and NIXI Ex-Arbitrator

Copyright Dipak G. Parmar
Meant for educational purpose only

29-10-2025

Pre-Arijit Singh –D.M. Entertainment (P) Ltd. v. Baby Gift House (2010)

- The defendants were alleged to be selling dolls that not only bore the likeness of Daler Mehndi, a popular Indian composer, lyricist and singer, but that could also sing lines from his songs.
- The court held that the unauthorized use of a celebrity's persona for profit was liable for violation of
 - the right of publicity
 - stems from an individual's inherent right to choose whether to commercially exploit their identity.
 - false endorsement and
 - passing off.

Pre-Arijit Singh – Amitabh Bachchan v. Rajat Nagi (2022)

- Legal protection was extended to **legendary actor Amitabh Bachchan** against the misuse of his personality traits (his name, voice, image, or any other attribute exclusive to him)
 - To promote fake Kaun Banega Crorepati (KBC) lottery fraud
- The Delhi High Court to pass its first John Doe order.

Pre–Arijit Singh – Anil Kapoor v. Simply Life India (2023)

- Anil Kapoor, a well-known Indian actor, claimed relief against misuse of:
 - A. Personality rights, including right to publicity;
 - B. Copyright in the dialogue, image as also in other associated works;
 - C. Common law rights including the right to be protected against passing off, dilution and unfair competition.
- misusing his voice, dialogues and names from his movies in his own voice, as ringtones and ring back tones;
- Court observed “The technological tools that are now freely available make it possible for any illegal and unauthorised user to use, produce or imitate any celebrity's persona, by using any tools including **Artificial Intelligence.**”

Arijit Singh v. Codible Ventures LLP

- Potentially establishing a legal precedent for personality rights in the age of AI.
- The first Indian judgment addressing the misuse of generative AI tools, intellectual property (IP) and music.
- It also highlights the growing tension between technological innovation and personality rights, as generative AI challenges traditional norms around identity and authorship.

Arijit Singh v. Codible Ventures LLP

- Singh alleged that Codible Ventures was using AI tools to synthesize artificial recordings of his voice, a practice known as voice cloning.
- It also used Singh's likeness in its advertising, misrepresenting his endorsement of or performance at its virtual event, and created various assets bearing his name and likeness without authorization.
- “What shocks the conscience of this Court is the manner in which celebrities, particularly performers such as the present Plaintiff, are

Post–Arijit Singh – Sri Sri Ravi Shankar v. JOHN DOE(S) (2025)

- The Delhi High Court granted an injunction to protect the personality rights of the spiritual leader.
- The court restrained the circulation of AI-generated deepfake videos that digitally impersonated his voice, facial expressions, and likeness to create a false impression of endorsement.

Cyber Squatting

- Anil Kapoor v. Simply Life India (2023)
- anilkapoor.in
- anilkapoor.net
- anilkapoor.com
- Arijit Singh v. Codible Ventures LLP (2024)
- arijitsingh.com
- arijitsingh.in
- **40 domain names containing “ArijitSingh” were registered so far, out of which 11 domains name are live as on February 9, 2025 and 29 domain names were expired.**

Cyber Squatting

- In today's AI powered online world, domain names misuse can pose very significant challenges to businesses, individuals and brand owners.
- Domain names, containing celebrity name, are registered by Cyber squatters, who does not have right in such names, in bad faith. Either to sell or misuse it.
- Selling of domain names. New buyer could be:
 - Domain investor
 - trademark mark owner
 - Worst possibilities, fraudsters.

Government of India
Ministry of Electronics and Information Technology

NOTICE

Subject: Inviting feedback/comments of stakeholders on the Draft amendments to Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 – in relation to synthetically generated information - reg.

Dated: 22nd October, 2025

The Ministry of Electronics and Information Technology invites feedback on the **draft amendments to the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021**.

The Government of India remains committed to ensuring an Open, Safe, Trusted and Accountable Internet for all users of Internet-enabled services. With the increasing availability of *generative AI tools* and the resulting proliferation of **synthetically generated information (commonly known as deepfakes)**, the potential for misuse of such technologies to cause user harm, spread misinformation, manipulate elections, or impersonate individuals has grown significantly.

Recognising these risks, and following extensive public discussions and parliamentary deliberations, MeitY has prepared the present draft amendments to the *Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021* (“**IT Rules, 2021**”). The draft aims to strengthen due diligence obligations for intermediaries, particularly social media intermediaries (SMIs) and significant social media intermediaries (SSMIs), as well as for platforms that enable the creation or modification of synthetically generated content.

Thank You

Prof. (Adv.) DIPAK G. PARMAR

dipak@Cyber-IPR.com

9820196971

Copyright Dipak G. Parmar
Meant for educational purpose only

29-10-2025