

DO YOU KNOW?

DEEPCODES & PERSONALITY RIGHTS: BOLLYWOOD LAWSUITS IN THE AI ERA

Deepfakes are reshaping celebrity identity and the law. Bollywood stars are now taking the fight to court – defending their personality rights in the age of AI.



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WHY DOES THIS TOPIC MATTER?

- AI-generated deepfakes are easily superimposed on celebrity faces, voices, or body movements.
- For public personalities, this is not just photo manipulation; it is identity and commercial exploitation.
- Deepfakes raise risks of misrepresentation, misuse of likeness, reputational harm, and unconsented commercial use.



WHAT ARE PERSONALITY RIGHTS?

- The right of a person to control the commercial use of their name, image, voice, likeness, and *persona*.
- In India, these rights are recognised via **privacy**, **dignity**, **passing-off** and **intellectual property law**.
- Indian jurisprudence is increasingly recognising personality rights in the context of **digital misuse** and **deepfakes**.



BOLLYWOOD CASE: EXAMPLE 1

- **Anil Kapoor v. AI & likeness (Delhi HC, 2024)**: The court restrained 16 entities from exploiting his image, voice, or iconic phrase “jhakaas” without consent.
- The judgment marks one of India’s first to cover AI-driven use of celebrity likeness for commercial gain.



BOLLYWOOD CASE: EXAMPLE 2

- **Aishwarya Rai Bachchan & Abhishek Bachchan v. YouTube/Google (2025)**: Lawsuit filed over “egregious” AI-generated deepfakes and unauthorised training of models using their likeness.
- These high-profile suits highlight the urgency to safeguard personality rights in India’s digital and AI age.

LEGAL REMEDIES UNDER INDIAN LAW

- Information Technology Act, 2000 – Section 66D (impersonation), 66E (privacy intrusion), & related powers
- Intermediary rules (2021) require platforms to act on unauthorised content.
- Judicial equity: injunctions, takedowns & damages under personality/custom law.

While India lacks a dedicated “deepfake law”, courts are using existing provisions and personality rights jurisprudence to issue relief.



KEY TAKEAWAYS

- **Creators/platforms:** Secure consent before using a person's likeness, voice, or image in AI-generated content.
- **Platforms:** Implement notice-and-takedown processes for deepfake misuse.
- **Fans & public:** Verify the source before sharing viral celebrity content, as it may be fabricated.

The ecosystem must evolve: celebrity rights + platform responsibility + public awareness.



CRGCL INSIGHT

- Celebrity deepfakes are not mere pranks; they challenge reputation, autonomy, and digital identity.
- India's law must evolve proactively to protect personality rights in the age of AI.
- A call to strengthen statutory safeguards, align with global best practices, and build platform accountability.



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