

2025

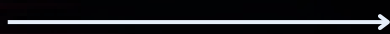
Centre for Research and
Governance on Cyber Law

1 / 8

DO YOU KNOW?

DEEPPFAKES & 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*.



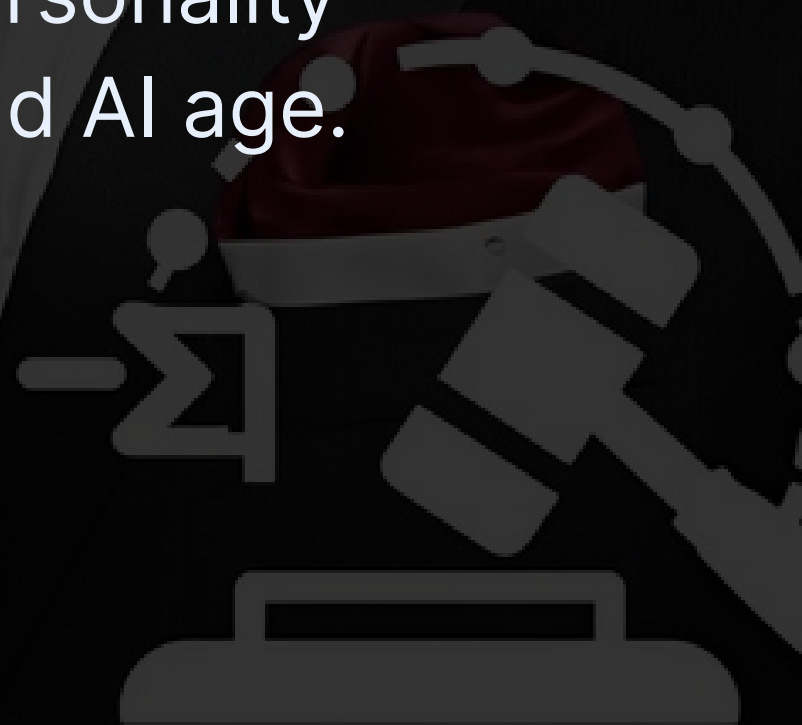
BOLLYWOOD CASE: EXAMPLE 1

- **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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