



Deepfakes, voice clones: Celebrities fight AI threat

Experts say India's legal framework is inadequate to stop the complexity of AI infringements

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While the likes of Aishwarya Rai Bachchan, Abhishek Bachchan and Karan Johar move court to protect their personality rights—including their name, image and signature—experts say artificial intelligence (AI) is making it increasingly difficult to detect and prevent such violations.

AI tools can generate highly convincing deepfake videos and voice clones, making it difficult to trace and remove them, especially across multiple platforms. Personality rights violations hurt celebrities not just financially but also in terms of brand equity. Fake endorsements and unauthorized merchandise can wipe out licensing fees and royalties worth crores. The counterfeit goods market is estimated to be ₹40,000 crore.

The reputational damage can be even more severe. Pornographic deepfakes or morphed content inflict irreparable harm, erode brand exclusivity and can slash future endorsement fees by 20-30%. Top Bollywood actors charge anywhere from ₹5 crore to ₹10 crore per endorsement.

"The recent legal actions instituted by Aishwarya Rai Bachchan, Abhishek Bachchan and Karan Johar signal a growing imperative to safeguard personality rights in India, particularly in light of the rapid proliferation of generative AI technologies," said C.A. Brijesh, partner, IPR law firm Remfry & Sagar. "The violations in question extend far beyond traditional unauthorized image use. We are now witnessing a more complex landscape involving algorithmic replication of a celebrity's voice, likeness, expressions and persona, assets that are intrinsically tied to



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their commercial and reputational value," he added.

The legal recourse for such violations spans multiple remedies, including those related to unfair competition, performers' rights, copyright and the con-

tent that appears authentic but is unauthorized, he added.

Similar concerns have surfaced abroad, with Scarlett Johansson objecting to AI voice cloning and Cristiano Ronaldo challenging unauthorized NFTs (non-fungible tokens)—undermining the global nature of the problem. Personality rights violations can have a significant and multifaceted impact on celebrities' brand and monetary value, according to entertainment industry experts.

"Unauthorized use of their likeness can create public confusion, falsely implying a celebrity's endorsement of a product or service, which can dilute the value of their legitimate brand partnerships. This directly impacts their earning potential from official endorsements and licensing deals," said Anupam Shukla, partner, law firm Pioneer Legal.

Beyond financial loss, deepfakes and manipulated content can also cause irreparable damage to a celebrity's reputation, goodwill and personal dignity, particularly when the content is defamatory, obscene, or misleading," he added. The loss of control over their own public image is a major blow to their brand's integrity and long-term viability, Shukla said.

Even scams, impersonator accounts and fake agencies divert millions of followers, weakening trust and audience engagement, highlighted Namrata Pahlwa, an advocate at the Delhi High Court.

Brands are quick to pull back if a star's image is linked to disreputable content, even falsely. Additionally, celebrities have to spend crores on legal teams, monitoring and public relations to combat misuse. Each violation chips away at the credibility and commercial worth of a celebrity's persona, she added.

For an extended version of the story, go to [livemint.com](https://www.livemint.com).

By anonymous actors outside Indian jurisdiction, said Gaurav Sahay, founding partner, law firm Arthashastra Legal.

Rahul Hingmire, managing partner at law firm Vis Leges Law Practice, pointed out that celebrities are litigating against

unauthorized exploitation of their persona—fake websites claiming official status, sale of merchandise bearing their images, false endorsements and, recently, AI-driven misuse.

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REPUTATION AT RISK

PERSONALITY rights violations hurt celebrities financially and damage brand equity

PORNOGRAPHIC deepfakes or morphed content inflict irreparable harm

AI now replicates celebrity voices, likenesses and personas, creating a complex landscape

SUCH content is hard to detect, as they're widely replicated, often anonymously made

stitutional rights to privacy and dignity. Though the courts have recognized these harms as both commercial loss and reputational injury, the enforcement is complex because it is difficult to detect such content—replicated endlessly across platforms and often created

by anonymous actors outside Indian jurisdiction, said Gaurav Sahay, founding partner, law firm Arthashastra Legal.

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Deepfakes, cloned voices and chatbots add a new dimension—creating

Trai may open up spectrum auction to non-telecom firms

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NEW DELHI

India's telecom regulator has sought public views on whether other entities, like those providing internet services or large connected device networks, should be allowed to bid for spectrum along with wireless carriers to ensure competition during auctions.

"Apparently, the concern of the Department of Economic Affairs is to ensure effective competition in the auction process," the Telecom Regulatory Authority of India (Trai) said in a consultation paper released on Tuesday. Stakeholders have until 28 October to submit their feedback.

Spectrum sale is shaped by market forces as well as various economic and technological factors, such as demand for telecom services and the number of bidders participating in the auction, according to the regulator. A higher number of bidders leads to greater bidding intensity, increasing the possibility of the spectrum

being sold at a higher auction-determined price compared to the base price, Trai said.

Aggressive bidding for spectrum has eased since 2021, with most of the airwaves sold near reserve prices—a shift driven by industry consolidation, high base prices, and the financial burden of recent 5G rollouts, according to an analysis by V.J. Christopher, wireless adviser at the Department of Telecommunications (DoT).

The Department of Eco-



Aggressive bidding for spectrum has eased since 2021, with most of the airwaves sold near reserve prices.

nomie Affairs, while approving the auction results for the auction in 2024, had asked the telecom regulator to examine the demand and supply dynamics and explore the possibility of enhancing competition and mitigating oversupply of spectrum.

In the upcoming spectrum auction, Trai is looking at bringing in spectrum in bands of 800 MHz, 900 MHz, 1800 MHz, 2100 MHz, 2300 MHz, 2500 MHz, 3300 MHz and 26 GHz for auction. Besides, it also plans to put 6 GHz, 1427-1518 MHz, as well as 37-40 GHz bands on the block.

A total of over 12,000 MHz of spectrum is currently unsold in the traditional bands, in addition to the quantity of spectrum that will be brought under new bands, according to data shared by DoT with Trai.

India's telecom market has also become a duopoly dominated by Reliance Jio Infocomm Ltd and Bharti Airtel Ltd, with a 75% share by subscribers, pushing Vodafone Idea Ltd (Vi) to the margin.

Meanwhile, beleaguered Vi awaits relief from the government on its staggering

adjusted gross revenue (AGR) dues worth over ₹83,400 crore. On 18 September, the company filed a revised petition in the Supreme Court seeking a waiver of penalties and interest on AGR dues. This came after the company on 8 September filed a fresh writ petition in the Supreme Court challenging an additional demand of ₹13,450 crore by the Union government towards AGR dues.

Besides financial health and investment capacity of the bidders, the amount of spectrum acquired in previous auctions also shapes the spectrum demand, Trai said, adding that reserve price alone is not the decisive factor in determining actual demand.

In the June 2024 auction, a total of spectrum worth ₹96,238.45 crore was put on the block. Of this, 141.40 MHz of airwaves worth only ₹1.34 crore were sold at the reserve price. The ministry of communications said that no bidding took place in the 800 MHz, 2300 MHz, 3300 MHz and 26 GHz bands because the monetization of the 5G spectrum auctioned in 2022 was still in progress. In 2022, the carriers had acquired spectrum worth over ₹1.5 trillion of ₹4.3 trillion worth of airwaves on the block, ahead of the 5G launch.

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QCI invites online applications for one (01) position of Chief Executive Officer (CEO) in National Accreditation Board for Testing and Calibration Laboratories (NABL). The details are available at: <https://gci.org/careers>.

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- Mode of submission: online, only online applications will be accepted.
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सार्वजनिक सूचना

निम्नलिखित भूमि यमुना एक्सप्रेसवे औद्योगिक विकास प्राधिकरण द्वारा अपनी समिति के आचार पर काराकारों से ब्रह्म किया जाना प्रस्तावित है—

क्र. सं.	सौ/ग्राम का नाम	खाता संख्या	खसरा संख्या	खसरा का कुल क्षेत्रफल (है. मी.)	खातेदार का नाम व पता	तहसील से प्राप्त रिपोर्ट के आधार पर काराकार का हिस्सा (है. मी.)	काराकार का हिस्सा (है. मी.)
01	म्याना (संस्तर-10)	356	391/1, 391/2	0.0630	नानक पुत्र लीलाचम मिश्र ग्राम	0.1140	0.1140
02	म्याना (संस्तर-10)	356	391/1, 391/2	0.0630	नानक पुत्र लीलाचम मिश्र ग्राम	0.1140	0.1140
03	म्याना (संस्तर-10)	168	240 90 237	0.2020 0.1420	देवेन्द्र, विरेन्द्र, नारायण पुत्राग्राम चरखी व राजेन्द्र कुमार शर्मा पुत्र शिवलाल शर्मा मिश्र म्याना	0.0378 0.0266	0.0378 0.0266
04	म्याना (संस्तर-10)	348	414म 91 412	0.3790 0.4110	यशवन्तार शर्मा पुत्र शिवलाल शर्मा मिश्र म्याना	0.0256 0.0256	0.0256 0.0256
05	म्याना (संस्तर-10)	91	412	0.4110	देवेन्द्र, विरेन्द्र, नारायण पुत्राग्राम चरखी व राजेन्द्र कुमार शर्मा पुत्र शिवलाल शर्मा मिश्र म्याना	0.0771	0.0771
06	म्याना (संस्तर-10)	356	430/3	0.1900	देवेन्द्र पुत्र चरखी	0.1900	0.1900
07	म्याना (संस्तर-10)	302	233	0.2630	खजानी, सुनील, अनिल, शिवकुमार आदि पुत्राग्राम ग्राम	0.1365	0.1365
08	म्याना (संस्तर-10)	348	414म 15 417 314 236	0.3790 1.1630 0.3140	राजेन्द्र कुमार शर्मा पुत्र शिवलाल शर्मा मिश्र म्याना	0.1895 0.2908	0.1895 0.2908
09	म्याना (संस्तर-10)	356	558	0.5000	श्रीवर्ग पत्नी देव कुमार	0.0625	0.0625
10	म्याना (संस्तर-10)	356	524/3	0.5060	राजलाल पत्नी वीर सिंह मिश्र	0.5060	0.5060
11	म्याना (संस्तर-10)	348	382	0.1670	कनकादेव सिंह पुत्र महेंद्र सिंह मिश्र कलसपुरा	0.1640	0.1640

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JUBILANT FOODWORKS LIMITED
CIN: L74899UP1995PLC043677
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SPECIAL WINDOW FOR RE-LODGE/MENT OF TRANSFER REQUESTS OF PHYSICAL SHARES

In accordance with the SEBI circular no. SEBI/HO/MRSD/MRSD-PoD/PCR/2025/97 dated July 2, 2025, all shareholders are hereby informed that a special window has been opened for re-lodgement of transfer deeds as detailed below:

Tenure for re-lodgement	From: July 7, 2025 To: January 6, 2026
Who can re-lodge the transfer requests?	Shareholders whose transfer deeds were lodged prior to the deadline of April 01, 2019 and rejected/returned/not attended to due to deficiency in the documents/procedure/otherwise.
Process for re-lodgement of transfer requests	Shareholders are required to submit original transfer documents, along with corrected or missing information to Company's RTA, MFG Intime India Pvt. Ltd. (Formerly Intime India Pvt. Ltd.)
Postal Address	Noble Heights, 1st Floor, Plot No. NH-2, LSC, C-1 Block, Near Sanjay Market, Jangpura, New Delhi-110058
Helpline No.	+91 11 49411000
For any queries	Raise a service request at https://web.in.mfgs.mfg.com/helpdesk/service , Request@intimeindia.com or send an email at investor@jubilant.com

The shares that are re-lodged for transfer shall be issued only in dematerialized form.

For Jubilant FoodWorks Limited
Date: 30.09.2025 Place: Noida
Sd/-
(Mona Aggarwal)
Company Secretary

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Auction of Government of India Dated Security for ₹32,000 crore on October 03, 2025

Government of India has announced the sale (issue) of following dated security:

Sr. No.	Nomenclature	Notified amount Nominal (in ₹ crore)	Earmarked for Retail Investors (in ₹ crore)
1.	New GS 2035	32,000	1,600

The stock will be sold through Reserve Bank of India, Mumbai Office, Fort, Mumbai - 400001, as per the terms and conditions spelt out in the General Notification F.No.4(2)-B(W&M)2018, dated March 26, 2025 and the Specific Notification issued in this regard.

The auction will be conducted using multiple price method on October 03, 2025 (Friday). The result will be announced on the same day and payment by successful bidders will have to be made on October 06, 2025 (Monday).

Retail investors can participate in the auction on a non-competitive basis as per the Scheme for non-competitive bidding facility. Individual investors can also place bids through the Retail Direct portal (<https://retaildirect.org.in>).

For further details, please see press release dated September 29, 2025 on RBI website (www.rbi.org.in).

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