

Delhi High Court Restrains Use of Beverage Brand “BRO CODE” as Film Title

The Delhi High Court has granted an interim injunction in *Indospirit Beverages Pvt. Ltd. v. Ravi Mohan Studios Pvt. Ltd.* (CS(COMM) 1104/2025), restraining the production house of actor Ravi Mohan from using “BRO CODE” as the title of its upcoming film.

Indospirit, owner of the well-known BROCODE beverage brand (launched in 2015 and registered across multiple classes), contended that the studio’s adoption of an identical film title sought to ride on its goodwill. Despite meetings, follow-up emails, and a cease-and-desist notice, the studio allegedly continued releasing promotional material under the mark.

The Court agreed, noting the brand’s extensive recognition through marketing, collaborations, and digital content including BroCode Roast launched on YouTube, which has garnered over 200 million views.

Ravi Mohan Studios relied on an interim injunction from the Madras High Court restraining Indospirit from issuing “groundless threats,” and further argued that Indospirit lacked trademark registration in Class 41



(entertainment services). The Delhi High Court rejected both contentions, holding that under Section 142(2) of the Trade Marks Act, a groundless-threats action cannot survive once an infringement suit is filed, and therefore the Madras HC order could not limit the Delhi HC's jurisdiction to grant relief.

The Court further held that identical use of the mark BRO CODE for a film title was prima facie infringing, likely to mislead consumers, and capable of diluting the brand's reputation.

Finding a prima facie case, likelihood of confusion, and irreparable injury, the Court restrained the Ravi Mohan Studios from using, promoting, publishing, or releasing any content containing the BROCODE mark in relation to the film, while allowing production to continue in compliance with these directions.

This decision underscores that in a digital landscape where social media, entertainment, and consumer products increasingly converge; strong brands enjoy protection wherever consumer confusion can travel.

