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Bombay High Court Shields Suniel Shetty from AI Deepfakes and Digital Impersonation Storm

Sheikh Rayees • October 11, 2025

PUBLISHED REPORT

The digital masquerade met its match on Friday when the Bombay High Court stepped in to guard actor Suniel Shetty's identity from misuse in the age of artificial intelligence. The court granted urgent interim relief to the veteran star, forbidding the circulation of AI-generated images, fake endorsements, and counterfeit merchandise bearing his likeness.

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