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Court Settles Dhruv Rathee vs. Dabur Dispute Over Real Fruit Juice

Sheikh Rayees • June 22, 2024

PUBLISHED REPORT

The longstanding legal battle between Dabur India and prominent YouTuber Dhruv Rathee concluded on June 18, as Rathee consented to blur Dabur's Real fruit juice packaging in his videos. The conflict originated from a video Rathee uploaded on his YouTube channel, highlighting the health impacts of packaged fruit juices compared to fresh ones. The video specifically showcased the logo and trademark of "REAL" fruit juice, which led Dabur to file...

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