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Delhi High Court to Ghadi Detergent

Clean Up Your Ads Before Claiming to Clean Clothes

Sheikh Rayees • June 24, 2025

PUBLISHED REPORT

Ghadi detergent's latest campaign just got scrubbed down in court. The Delhi High Court has ordered RSPL Limited—the company behind the Ghadi brand—to strip its advertisements of certain phrases deemed disparaging toward rival Surf Excel. The judgment comes after Hindustan Unilever Limited (HUL), maker of Surf Excel, approached the court claiming that Ghadi's recent commercials crossed the line from competition to character assassination. Justice Prathiba M Singh...

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