



o **Justice K.S. Puttaswamy (2017):** Established the right to privacy as fundamental.

o **Anil Kapoor vs. Simply Life India (2023):** Banned the use of Mr. Kapoor's likeness and catchphrase "**Jhakaas**" for diluting his brand value, affirming the commercial/property nature.

o **Amitabh Bachchan vs. Google (2022):** Recognized personality rights and prevented unauthorized use of his name, image, and voice.

o **Voice Protection:** A 2004 case (Bombay High Court) protected a celebrity's voice from unauthorized replication, affirming **voice** as a core component of personality rights.