

**SUIT FOR DISPARAGEMENT IN RELATION TO COMPARATIVE
ADVERTISING**

IN THE HIGH COURT OF JUDICATURE AT _____

SUIT NO. _____ OF 20 _____

_____,)
a Private Limited Company, registered)
under the provisions of the Companies Act))
1956/2013, having its registered office at)
_____))
_____))...Plaintiff

Versus

_____,)
a Private Limited Company, registered)
under the provisions of the Companies Act))
1956/2013, having its registered office at)
_____))
_____))...Defendants

THE PLAINTIFF ABOVENAMED STATES AS FOLLOWS:

1. The Plaintiff is a private limited company having its registered office at the address mentioned in the cause title. The Plaintiff is a wholly owned subsidiary of ___ Ltd., which has its registered office at ___, United Kingdom (U.K.). The Plaintiff carries on the business of manufacturing and selling skin hygiene/healthcare products such as soaps, liquid hand washes, liquid hand sanitizers, anti-septic disinfectants, anti-bacterial body wash, kitchen wash gel etc. under the brand name '_____' with germ eradication capabilities. The Plaintiff's holding company, through its subsidiaries such as the Plaintiff, has been operating in more than 100 countries for many decades since the founding of the parent company in _____. The Plaintiff's parent company ("**parent company**") is part of the Global 500 Companies in terms of revenue. The Plaintiff's brand name has been recognized by _____ as one of the world's top 50 recognized brands. The Plaintiff has been carrying on operations in India since the year _____. The Plaintiff's products collectively have a market share of over ___% in the skin hygiene/healthcare segment.

2. The Defendant is a private limited company having its registered office at the address mentioned in the cause title. The Defendant manufactures and sells 'cosmetic' soaps. While the Plaintiff's products have a chemical composition with germs eradication capabilities, 'cosmetic' soaps in contrast do not have any such capabilities (set out in detail hereinbelow). For the said reason, the Plaintiff's products are medically prescribed and

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