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* **IN THE HIGH COURT OF DELHI AT NEW DELHI**

+ LPA 60/2024

TV TODAY NETWORK LIMITED

.....Appellant

Through: Mr.Hrishikesh Baruah with
Mr.Anurag Mishra, Mr.Utkarsh
Dwivedi and Mr.Rudraksh Kaushal,
Advocates.

versus

UNION OF INDIA & ANR.

.....Respondents

Through: Mr.Apoorv Kurup with Ms.Nidhi
Mittal and Mr.Gurjas Narula,
Advocates.

CORAM:

HON'BLE THE ACTING CHIEF JUSTICE

HON'BLE MR. JUSTICE TUSHAR RAO GEDELA

ORDER

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11.09.2024

C.M.No.53163/2024

1. Present application has been filed by the appellant/applicant seeking impleadment of Central Board of Film Certification and the advertisement agency viz. GroupM Media India Pvt. Ltd.
2. Learned counsel for the applicant states that impleadment of Central Board of Film Certification is required to verify the fact as to whether there was a mechanism for a third party to cross check the advertisement content supplied to the appellant by the broadcaster.
3. He states that appellant was provided with the video by the advertising agency and on the basis of the said video, the appellant has shown the advertisement in question. He states that advertising agency is a



necessary party in view of the assertion made by the appellant that it had only aired the advertisement as supplied to it by the advertising agency.

4. Keeping in view the averments in the application, this Court is of the view that both Central Board of Film Certification and the advertisement agency are necessary and proper parties.

5. Accordingly, the present application is allowed. The amended memo of parties is taken on record.

LPA No.60/2024

6. Issue notice to the newly impleaded respondents by all modes of service, returnable on the date fixed.

ACTING CHIEF JUSTICE

TUSHAR RAO GEDELA, J

**SEPTEMBER 11, 2024
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