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

+ **ARB.P. 2130/2025**

T.V. TODAY NETWORK LIMITED

.....Petitioner

Through: Mr. Hrishikesh Baruah, Mr. Utkarsh Dwivedi, Mr. Kumar Kshitij, Ms. Pragya Agarwal, Mr. Yashaswy Ghosh, Ms. Nishtha Sachan, Advocates

versus

CREATIVE CHANNEL ADVERTISING AND MARKETING PRIVATE LIMITED

.....Respondent

Through:

CORAM:

HON'BLE MR. JUSTICE SUBRAMONIUM PRASAD

ORDER

23.12.2025

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1. The present petition has been filed under Section 11(6) of the Arbitration and Conciliation Act, 1996 by the Petitioner seeking appointment of an Arbitrator to adjudicate upon the disputes between the parties under an Advertising Sales Agreement dated 25.02.2025 (*hereinafter referred to as "Agreement"*).

2. Disputes have arisen between the parties under the Agreement. Clause 12.3 of the Agreement contains an arbitration clause by which the parties have agreed to get their disputes adjudicated through arbitration and the Courts in Delhi have been given jurisdiction to entertain the disputes. The Respondent's office is also in Delhi and, therefore, this Court has the jurisdiction to entertain the present petition. A notice under Section 21 of the



Arbitration and Conciliation Act, 1996 was sent to the Respondent invoking arbitration on 25.10.2025 which was replied to by Respondent on 20.11.2025. However, it is stated that no steps have been taken by the Respondent for appointment of an Arbitrator.

3. Issue notice.
4. On taking steps, let notice be issued to the Respondent through all permissible modes, including *Dasti*.
5. List on 17.02.2026.

SUBRAMONIUM PRASAD, J

DECEMBER 23, 2025

S. Zakir