



Anand also objects to the monetization through use of the said video, pointing out the whopping 1.3 million views that the infringing video has generated.

19. The Court has reviewed the video titled “JACKIE SHROFF IS SAVAGE (*) JACKIE SHROFF THUG LIFE!” The term ‘Thug Life’ as explained on dictionary.com, is a slang term and defined as “Especially in Black hip-hop culture, *thug life* refers to a determined and resilient attitude to succeed in life in spite of racism and injustice.” A basic search on the internet would reveal that the term ‘Thug Life’ is commonly used in rap music, social media, and youth slang to denote a tough, resourceful persona. In this context the term “savage” generally refers to someone who is perceived as tough, fearless, and unapologetically bold. The term “Thug Life” is often featured in memes that portray individuals demonstrating boldness or audacity, always with an undertone of humour or defiance. The phrase is employed to highlight moments of cleverness or resistance, framing the individual as admirable rather than nefarious. In fact, a search of the term ‘thug life’ on YouTube would bring results of various such videos which *prima facie* indicate that the term is meant as a compliment and not a derogatory word. Given this understanding of the term, the video in question could arguably be viewed as a tribute to Mr. Shroff’s assertive demeanour. The video compiles publicly available interview clips where Mr. Shroff is portrayed with forthrightness and wit. The additions made by the creator—such as the ‘Thug Life’ caption and accompanying visual embellishments—are intended to underscore Mr. Shroff’s charismatic and assertive persona, aligning with the meme culture’s characteristic celebration of such traits. Therefore, Mr. Anand’s contention that the video casts Mr. Shroff in a



derogatory light may not align with the broader, more contemporary understanding and use of the term ‘Thug Life’ in popular culture. The portrayal does not introduce any falsehoods; rather, it embellishes the existing public perception of Mr. Shroff as a formidable and commendable figure. Thus, the court would like to hear the Defendant No. 5’s response on the same as the Plaintiff’s allegation that the video tarnishes his reputation requires further scrutiny.

20. At this juncture, it is also imperative to recognize that the video in question has garnered substantial viewership on YouTube, underscoring its popularity as a humorous rendition of Mr. Shroff’s interviews. The format, akin to a meme, spoof, or parody, is part of a burgeoning comedic genre that leverages the cultural resonance of public figures to create engaging content. YouTubers⁸ are a growing community, and the substantial viewership of these videos translate into significant revenue for the creators, underscoring that such content is not merely entertainment but also a vital source of livelihood for a considerable segment, particularly, the youth.

21. These videos represent a form of artistic expression that requires creators to engage thoughtfully with their content. This involves researching target demographics, curating videos anticipated to resonate with audiences, and editing a diverse array of available content into a cohesive and entertaining package. Consequently, this creative process can be seen as generating not only economic value but also employment opportunities for a significant number of young individuals. Restricting such creative expressions by enjoining Defendant No. 5 from producing similar videos or

⁸ This term popularly refers to a person who creates and uploads videos on the YouTube online video-sharing platform. (Source: Merriam Webster)