

First Impugned Video tilted “Domex Fresh Guard Demo Video”	
	<i>How long does your toilet cleaner</i>
	<i>Fight bad smell?</i>
	<i>Let's pour</i>
	<i>Some odour causing fluids in a clean toilet and find out</i>
	<i>As you can see</i>

	<i>Ordinary toilet cleaners cannot fight odour causing fluids</i>
	<i>Whereas Domex FreshGaurd does not let these fluids stick for up to 100 flushes.</i>
	<i>Keeping your toilet fresh</i>
	<i>Keeping your toilet fresh</i>
	<i>Domex Fresh Guard</i>
	<i>Fight bad smell for up to 100 flushes</i>

Second Impugned Video titled “Domex Fights Bad Smell For Long”	
	VO: Aapka toilet cleaner kabtak badboo se ladhata hai?
	VO: Domex Ladhe 100 flushtak!
	Disclaimer: Toilet cleaner, bina water-repellent technology ke sandharbha main Simulated toilet per kiye gaye swatantra lab test par aadharit, 2021

Third Impugned Video titled “Domex Freshgaurd Helps Skip Bad Smell”	
	<i>VO: kya sadharan toilet cleaner badbu nahi skip kar paraha hai?</i>
	<i>Disclaimer: toilet cleaner, bina water repellent technology ke sandharbh main</i>

	<i>VO : Chune Domex FreshGuard</i>
	<i>Disclaimer : simulated toilet use per kiye gaye swartantra lab test per aadharit, 2021</i>

68. This judgment is actually a sister decision to ***Domex-I***, as this was the challenge by HUL to the decision of the learned Single Judge to injunct the print advertisement and the three YouTube videos of HUL.

69. This Court initially reiterated the observations contained in ***Domex-I*** and held, in para 22, that honesty, in comparative advertising, meant not only accuracy and truth of the statements of fact made in the advertisement but also that the overall message delivered by the said statements of fact was not misleading, from the stand point of the customer. Para 22 may be reproduced thus:

“22. It is also settled law that honest comparative advertisements are permissible. This implies that not only the statements of fact made in the advertisements are accurate and true but that the overall message delivered by the said statements of facts is also not misleading. Obviously, this would have to be determined from the standpoint of the customer viewing the said advertisement.”