

YASH RAJ FILMS PVT LTD VS AFREEN FATIMA ZAIDI & ANR

In a recent ruling by the Supreme Court it was decided that a promotional trailer does not create a legal contract between a producer and the viewer. The ruling pertains to a case involving Yash Raj Films, where a viewer filed a complaint that a song shown in the promotional trailer was not featured in the film, amounting to unfair trade practice. The court clarified that trailers are merely advertisements to generate interest in the viewers, not promises about the content of the film and thus do not have any legal or contractual binding.

The court further highlighted that promotional trailers do not meet the standards required to be labelled as a contract under the Consumer Protection Act. They are only considered invitations to view the film and not a guarantee of specific content. The court emphasized that a certain amount of artistic freedom was allowed in films and promotional material should be judged based on that.

The court found no lack of service or unfair trade practice committed by Yash Raj Films and dismissed the viewer's complaint, confirming that promotional trailers are not legally binding promises. The pending applications, if any, were considered disposed of.