

**IN THE HIGH COURT OF KERALA AT ERNAKULAM
PRESENT
THE HONOURABLE THE CHIEF JUSTICE MR. SOUMEN SEN
&
THE HONOURABLE MR. JUSTICE SYAM KUMAR V.M.**

**Thursday, the 12th day of February 2026 / 23rd Magha, 1947
WP(PIL) NO. 2 OF 2026(S)**

PETITIONER:

**M.M SANJEEV KUMAR, AGED 51 YEARS, KOTTATHAZHA VEEDU,
MUNDAKKAL EAST, KOLLAM, PIN - 691 001.**

RESPONDENTS:

1. STATE OF KERALA, REPRESENTED BY THE CHIEF SECRETARY, GOVERNMENT SECRETARIAT, THIRUVANANTHAPURAM, PIN - 695 001.
2. THE EXCISE COMMISSIONER, EXCISE DEPARTMENT, GOVERNMENT OF KERALA, THIRUVANANTHAPURAM, PIN - 695 001.
3. KERALA STATE BEVERAGES (MANUFACTURING & MARKETING) CORPORATION LTD. (BEVCO), REPRESENTED BY ITS MANAGING DIRECTOR, BEVCO BHAVAN, PALAYAM, THIRUVANANTHAPURAM, PIN - 695 001.
4. MALABAR DISTILLERIES LTD (MDL), REPRESENTED THROUGH ITS CHAIRMAN & MANAGING DIRECTOR, CHITTUR MENONPARA P.O., PALAKKAD DISTRICT, PIN - 678 556.
5. HOME SECRETARY, MINISTRY OF HOME, GOVERNMENT OF INDIA, NORTH BLOCK, NEW DELHI, PIN - 110 001.

Writ petition (Public Interest Litigation) praying inter alia that in the circumstances stated in the affidavit filed along with the WP(PIL) the High Court be pleased to

1. Stay of all further proceedings in the contest announced by Respondent 3 & 4 until the Final disposal of this Writ Petition.

2. Call for the entire documents which resulted to the announcement of the contest to Suggest a name and logo for their upcoming brandy brand for prize money sum of Rs.10,000.

Pass such other interim orders as this Hon'ble Court may deem Fit and proper in the circumstances of the case.

P.T.O.

This petition coming again on for admission upon perusing the petition and the affidavit filed in support of WP(PIL), this Court's order dated 20/01/2026 and upon hearing the arguments of M/S. RADHAKRISHNAN R. & CHRISTIL SHAJI, Advocates for the petitioner, SRI. NAVEEN T., STANDING COUNSEL for R3, SRI. K.T.SHYAM KUMAR, Advocate for R4 and of MS. VINITHA B., SENIOR GOVERNMENT PLEADER for R1 and R2, the court passed the following:

P.T.O.



SOUMEN SEN, C. J. & SYAM KUMAR V. M., J.

=====

W.P(PIL)Nos.2 &7 of 2026

=====

Dated this the 12th day of February, 2026

Appearance:

For the Petitioner in

W.P(PIL)No.2 of 2026 : Mr. Radhakrishnan R

For the Petitioner in

W.P(PIL)No.7 of 2026 : Mr. Anzar Basheer

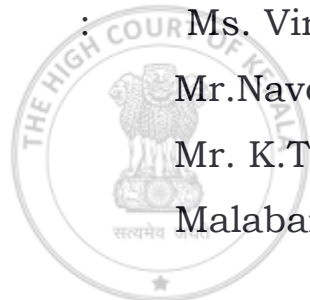
For the Respondents

: Ms. Vinitha B., Sr. GP

Mr.Naveen T, SC for R3

Mr. K.T.Shyam Kumar,

Malabar Distelleries



ORDER

Soumen Sen, C.J.

Malabar Distilleries Ltd. (MDL) is represented by Advocate Sri.K.T.Shyam Kumar and undertakes to file a vakalatnama.

2. The counter affidavit filed by the 3rd respondent in W.P(PIL)No.2 of 2026 is taken on record.

3. We stay all further proceedings in the contest announced by Respondent Nos.3 and in W.P(C)No.2 of 2026 until the final disposal of this writ petition, as we are primarily satisfied that the petitioner has an arguable case on merits and that the advertisement is in effect soliciting the use of a liquor as a preparatory measure towards the product made being available in market.

Post on 12.03.2026. The affidavits and counter affidavits, if any shall be filed in the meantime.



Sd/-

**SOUMEN SEN
CHIEF JUSTICE**

Sd/-

**SYAM KUMAR V. M.
JUDGE**

smm