

**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.**

**Tuesday, the 20th day of January 2026 / 30th Pousha, 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. Direct the 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 06/01/2026 and upon hearing the arguments of M/S. RADHAKRISHNAN R. & CHRISTIL SHAJI, Advocates for the petitioner, STANDING COUNSEL for R3 and of SENIOR GOVERNMENT PLEADER, the court passed the following:

P.T.O.



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

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

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Dated this the 20th day of January, 2026

ORDER

Soumen Sen, C. J.

The Malabar Distilleries Ltd., the 4th respondent in W. P. (PIL) No. 2 of 2026 and the 5th respondent in W. P. (PIL) No. 7 of 2026, is not represented.

2. Learned Standing Counsel for the Kerala State Beverages (Manufacturing and Marketing) Corporation has pointed out that the advertisement was issued by Malabar Distilleries Ltd. However, the issue relates to whether any action is required to be taken against Malabar Distilleries Ltd. for the proposed advertisement inviting the public to suggest a name for the new product.

3. Learned Senior Government Pleader as well as learned counsel for the Corporation have prayed for time to file affidavits disclosing the stand of their respective respondents.

4. Issue notice to Malabar Distilleries Ltd., the 4th respondent in W. P. (PIL) No. 2 of 2026 and the 5th respondent in W. P. (PIL) No. 7 of 2026, returnable on 12.02.2026.

5. All the respondents, including Malabar Distilleries Ltd., shall file their affidavits, after prior service on the learned counsel for the petitioner, before the next posting date.



**Sd/-
SOUMEN SEN
CHIEF JUSTICE**

**Sd/-
SYAM KUMAR V. M.
JUDGE**

Eb