



मध्य प्रदेश MADHYA PRADESH

DF 975663

**BEFORE THE ARBITRATOR RAJESH BISARIA
UNDER THE
.IN DOMAIN NAME DISPUTE RESOLUTION POLICY (INDRP)
[NATIONAL INTERNET EXCHANGE OF INDIA (NIXI)]**

ARBITRAL AWARD

Date-14.05.2026

Disputed Domain Name: www.ackodrive.in

INDRP Case No - 2118

THE PARTIES -

(1)

The Complainant is Acko Technology and Services Pvt. Ltd., 36/5, Hustlehub One East, Samsandrapalya, 27th Main Road, Sector-2, HSR-Layout Haralukunte, Bangalore - 560 102

The Respondent is Vaikundaraja Nadar, at 099, 9/22 Bakiya Nagar, Koodankulam, Tirunelveli, Tamil Nadu - 627 106



THE DOMAIN NAME AND REGISTRAR**(2)**

- (a) This dispute concerns to the domain name **www.ackodrive.in**
- (b) The Registrar with whom the disputed domain name is registered is indicated as: GoDaddy.com, LLC 2155 E GoDaddy Way Tempe, AZ 85284 USA, Also at: First floor, 01A167, WeWork Bristol Chowk, Platina Tower, MG Road, Sector - 28, Gurgaon HR 122002, Email ID: grievanceofficer@godaddy.com
- This was registered on 04.09.2025

PROCEDURAL HISTORY**(3)**

The NIXI appointed RAJESH BISARIA as Arbitrator from its panel as per paragraph 5(b) of INDRP Rules of procedure	15.04.2026
Arbitral proceedings were commenced by sending notice to Respondent through e-mail as per paragraph 5(c) of INDRP Rules of Procedure, marking a copy of the same to Complainant's authorized representative and NIXI.	16.04.2026
Due date of submission of Statement of Claim by Complainant (instructed by mail dated 16.04.2026)	30.04.2026
Complainant 's response by submitting their Statement of Claim to AT- Soft copy Hard copy As per Respondents mail dated 15.04.2026 it was submitted that <i>They have received the complaint and the documents in relation to the domain name www.ackodrive.in. In continuation to this mail complainant submitted by their mail dated 29.04.2026 that Respondent has received the soft copy of the complaint before the AT's mail dated 16.04.2026 therefore the hard copy and soft copy of the complaint is not again sent to AT and Respondent.</i>	Not Submitted/Not Required



Due date of submission of Statement of Defense by Respondent (instructed by mail dated 16.04.2026)	15.05.2026
Respondent's response by submitting their Statement of Defense to AT- Soft copy Hard copy	Not Submitted
Due date of submission of Rejoinder by Complainant (instructed by mail dated 16.04.2026)	22.05.2026
Complainant's response by submitting their Rejoinder to AT- Soft copy Hard copy	Not Required
The language of the proceedings	English

FACTUAL BACKGROUND

(4) The Complainant:

The Complainant is Acko Technology and Services Pvt. Ltd., 36/5, Hustlehub One East, Samsandrapalya, 27th Main Road, Sector-2, HSR-Layout Haralukunte, Bangalore – 560 102.

The Complainant's authorized representative in this administrative proceeding is:
Remfry & Sagar Remfry House at the Millennium Plaza, Sector-27, Gurugram-122009,
Email: mohini.v@remfry.com ; aarti.aggarwal@remfry.com, Fax: 0124-2806101;
2572123, Phone: 0124-2806100; 4656100.

The Complainant's preferred method of communication directed to the Complainant in this administrative proceeding is:

Electronic-Only Material

Method: E-mail

E-mail Address: mohini.v@remfry.com ; aarti.aggarwal@remfry.com

Material Including Hard Copy

Method: Courier

Address: Remfry House at the Millennium Plaza Sector-27, Gurugram-122009



(5) The Respondent:

Vaikundaraja Nadar, at 099, 9/22 Bakiya Nagar, Koodankulam, Tirunelveli, and Tamil Nadu – 627 106, Email: raja.nadar77@gmail.com , Mobile: +91-9819816606.

(6) Complainant's Activities:

- (a) The Complainant, more commonly and popularly known as and by the name 'ACKO', was incorporated in the year 2016 with the aspiration to build insurtech solutions and products that could define and accelerate the next wave of insurance penetration in India. The Complainant is the holding company for Acko General Insurance Limited - the digital-first insurance company in India to receive a license from the Insurance Regulatory and Development Authority of India (IRDAI) on September 18, 2017, renowned for its insurance products that are simple, convenient, customer friendly, catered towards customer needs, easy to claim under and priced appropriately by focusing upon linkage of insurance of such products with innovative technologies developed by the Complainant after significant amount of research, development and value addition.
- (b) The Complainant's subsidiary, Acko General Insurance Limited, being a licensed insurance company, focuses on insurance products, pricing, underwriting, and the Complainant inter alia, caters to the technological know-how as well as to providing innovative value-added services through its digital platform. One of the many focus areas of the Complainant is on building a core system and a middleware for the insurance sector which will allow insurance companies to provide and manage the insurance coverage through an API, pricing and claims management engine. The Complainant by itself currently provides technology services focused on auto insurance and mobile products and appliances such as repairing, servicing of electronic or mechanical gadgets, household appliances, automotive and other mechanical or electronic products and is in the process of creating a high transaction volume – automated pricing and underwriting technology which insurance companies can use to cater to newer customers faster. Online extract from the website of Ministry of Corporate Affairs reflecting incorporation details for the Complainant and its subsidiary, Acko General Insurance Limited, respectively are annexed as Annexure-1.
- (c) Another subsidiary of the Complainant, Acko Life Insurance Limited, is a wholly owned subsidiary of Acko Tech and is a life insurance company duly licensed and regulated by the Insurance Regulatory and Development Authority of India. Acko Life was granted its



certificate of registration in March 2023 to carry on the business of life insurance, including both retail and group life insurance. Acko Life provides life insurance products across individual and group segments, including credit-linked group life insurance products such as micro-insurance offerings, which provide coverage in respect of outstanding liabilities upon the occurrence of insured events. In the retail segment, Acko Life offers term life insurance products to individual policyholders. Acko Life further offers optional riders affording additional coverage for specified risks, including accidental death, critical illness, and permanent disability, and primarily conducts its business operations through digital platforms.

- (d) The Complainant/Acko Group (consisting of its abovementioned subsidiaries) takes pride in designing contextual micro-affordable and innovative insurance products and solutions that can solve everyday customer pain points like insurance against accidents during cab/bike rides, screen protection for devices etc. By embedding purchase in the natural customer journey of the internet ecosystem, the Complainant/Acko Group offers products in a seamless and unobtrusive manner. By bringing such innovations, the Complainant/Acko Group has established and continues to sustain credibility and reliability with its customers and the public at large. It is the innovative products/services, insurance and value added and technology-driven products/solutions offered by the Complainant/Acko Group, coupled with convenience premised upon customer centricity, that sets the Complainant/Acko Group apart from other insurance companies and technology service providers in India. Extracts downloaded from the Complainant's/Acko Group's websites 'www.acko.tech' and 'www.acko.com' reflecting the history of the Complainant/Acko Group, their business, use of the marks ACKO, as well as key facts and figures pertaining to the Complainant/Acko Group are annexed hereto and marked as Annexure-2.
- (e) The Complainant/Acko Group also prides itself with its innovative health insurance plans/health assistance services, particularly the corporate health insurance for employees provided by it, which is a completely customisable group health insurance plan that employees can build and customize on their own and it also provides a stress-free claims process, all through its mobile application. As part of the health insurance plans, customers are allowed to avail a wide range of customised and customer level flexibility in selecting the coverages and benefits such as COVID-19 cover, coverage for pre-existing illnesses, selection of room(s) during hospitalisation, OPD coverage, etc. The



Complainant/Acko Group also offers the IRDAI approved standard health plan under 'Aarogya Sanjeevani' which also covers COVID-19 treatment. In fact, in the health sector/domain, the Complainant/Acko Group through its mobile application, has enabled primary services such as doctor teleconsultations, lab tests, OPD consultations, pharmacy access, etc. all at the click of a button.

- (f) The Complainant's efforts since its establishment have led to successful and innovative products that are tailor-made for consumers and at a price point designed for them. The Complainant's advanced services provide a seamless experience across the value chain from purchase to claims. The Complainant/Acko Group offers the best prices to its customers, leverages the best technology to make insurance an effortless process affordable and ensures stress-free claims by virtue of an advanced technology-driven process that makes it extremely simple for customers to complete the insurance purchase online without the assistance of any third party/intermediary.
- (g) In addition, the Complainant under the trade mark 'ACKO DRIVE' provides latest news, reviews, tech content to enable consumers to form a buying decision regarding cars including being able to purchase new cars through authorised dealers. ACKO DRIVE operates with a customer-centric business model focused on facilitating an enhanced and transparent car buying and ownership experience. Partnering with car distributors and dealers along with other technology partners, the Complainant provides best prices, exclusive content, and credible reviews to help customers make informed decisions with the aim to simplify the car purchase journey by offering the lowest market prices, fast delivery, and doorstep services, including financial assistance through partners, used car inspection, and car delivery through the dealers. The Complainant's services/business under mark 'ACKO DRIVE' stand out for its commitment to provide expert content and for offering a seamless end-to-end process for sale of old cars and purchase of new cars. Additionally, the Complainant has expanded its services to include car services under the ACKO DRIVE business, which focuses on hassle-free car repairs and maintenance with features like free pickup and drop, genuine parts replacements, and real-time updates. Backed by investors like Amazon, Accel Partners, and Saif Partners, with ACKO DRIVE, the Complainant aims to revolutionize the car purchase and service experience in India.
- (h) In order to create maximum awareness and recognition in respect of the trade mark/service mark/trade name 'ACKO' amongst members of the trade and the general public, the Complainant expended and continues to expend, significant sums of money to



advertise, publicize, promote and market its services under the said trade mark/service mark/trade name through various advertising, sales and distribution channels and media including endorsements by popular celebrities and public figures. For instance, the Complainant/Acko Group has launched a brand campaign in September 2025 featuring MS Dhoni and R Madhavan as 'car ka action hero' in new advertisement highlighting its role as a comprehensive car insurance and care provider. Some of the Complainant's popular past campaigns include those with Bollywood actors Saif Ali Khan & Sara Ali Khan, highlighting simplicity, trust, and tech-driven care for vehicles. These endorsements amongst many others position the Complainant's trade mark/trade name/brand 'ACKO' as a relatable, modern and trustworthy choice for Indian consumers, blending humour and star power seamlessly to build brand recognition and loyalty over the years.

(i) The quality products offered by the Complainant/Acko Group have assisted it to attain extensive goodwill, reputation and credibility in India, which is evident from the numerous awards/accolades received by it over the years. Details of a few such awards are listed below:

- IMA South Awards 2023 - Best use of TV BFSI;
- Effie Awards 2023 - Silver;
- Abby One Show Awards - Silver;
- Kyoorius Creative Awards - 2023;
- Winner of Excellence in InsurTech – Startup in Fintech & Digital Payments space by ASSOCHAM, 2021;
- Best Digital Insurer of the Year – HFC – 2021 at Alden Global Inflection Web Conference & Awards;
- Best Marketing Campaign of the Year at Indian Marketing Awards SOUTH Best Start Up of the Year, 2021;
- Winner of InsurTech of the year at Asia FinTech Awards, 2021;
- Winner of Golden Peacock Award 2019 for Innovative product/services;
- Brand video award for #PaisaVasoolInsurance Campaign at the 2019 Vdonxt Asia Awards;
- Best Fintech Product Award at the Drivers of Digital (DOD) Awards 2018;
- SmartCEO's #Startup50 Top Start-ups of the Year 2019 in the FinTech category;



- FinTech Leader of the Year at the Drivers of Digital Awards 2018 by Inkspell Media; and
- LinkedIn 2018 Top 25 Start-ups List India
- Entrepreneur India-Startup Leader of the Year Award 9
- Pitch BFSI Awards- Brand of the Year An indicative list of awards/accolades received by the Complainant/Acko Group is annexed hereto and marked as Annexure-3.

(j) In connection with its business, the Complainant/Acko Group owns and uses the trade mark 'ACKO', which is also the predominant feature of its corporate name as well as the name of its subsidiary 'Acko General Insurance Limited' and 'Acko Life Insurance Limited', as well as serves as the house mark of the Complainant/Acko Group. The Complainant derives the word 'ACKO' from the English word 'ECHO', founded in its philosophy to resonate or "echo" with the requirements and needs of the customers in order to effectively fulfil them. From a strictly technological perspective, as the applicant's business derives its leverage and effectiveness from a technology driven model of operation, "echo" is also a common command available in computer operating systems which is essentially responsible for displaying typed text on the screen of a computer. The trade mark 'ACKO' and formative variations thereof are the Complainant's most valuable assets and it vigorously enforces and protects its rights subsisting therein.

(7) Complainant's Trade Marks and Domain Names:

(a) The trade mark 'ACKO' stands registered in India in the name of the Complainant, dating back to December 01, 2017 in Classes 38 and 42, with first use of the same in India dating back to the year 2016. Details of the 10 registrations secured by the Complainant/Acko Group in India in respect of the trade/service mark 'ACKO' and other 'ACKO' formative marks in Classes 09, 35, 36, 37, 38, 42 and 44, which are valid and subsisting on the Register of Trade Marks are given herein below:

Trade Mark	Application No.	Date of Application / User Claim	Class
ACKO TECHNOLOGY & SERVICES PRIVATE LIMITED	3491654	February 23, 2017 / Use Since September 07, 2016	42
ACKO TECHNOLOGY & SERVICES PRIVATE LIMITED	3491656	February 23, 2017 / Use Since September 07, 2016	38



ACKO	3691827	December 01, 2017 / Proposed to be Used	42
ACKO	3691829	December 01, 2017 / Proposed to be Used	38
ACKO	4636749	September 02, 2020 / Use Since September 27, 2017	35, 36 and 37
ACKO TECHNOLOGY & SERVICES PRIVATE LIMITED	4741592	November 11, 2020 / Use Since September 07, 2016	35
ACKO TECHNOLOGY & SERVICES PRIVATE LIMITED	4741595	November 11, 2020 / Use Since September 07, 2016	37
ACKO TECHNOLOGY & SERVICES PRIVATE LIMITED	4741597	November 11, 2020 / Use Since September 07, 2016	44
ACKO HEALTH	4755011	November 24, 2020 / Proposed to be Used	9, 35, 36 and 44
ACKO-Drive	4760008	November 27, 2020 / Use Since December 01, 2019	35 and 37

- (b) Apart from the above trademarks, the Complainant's subsidiary, Acko General Insurance Limited, is the registered proprietor of the trade mark 'ACKO GENERAL INSURANCE LIMITED' under Registration Nos. 3491651, 3491652 and 3491653 in Classes 35, 36 and 38 respectively. The trade mark 'ACKO' has also been included in the list of well-known trade marks published by the Trade Marks Registry as part of the Trade Marks Journal No. 2144 dated February 19, 2024. Extracts from the online records of the Trade Marks Registry pertaining to the trade mark registrations secured for the mark 'ACKO'/ and variations thereof in India by the Complainant/Acko Group along with copies of registration certificates are annexed hereto and marked as Annexure-4. Extract from the online records of the Trade Marks Registry pertaining to the declaration of the trade mark ACKO as well-known is annexed hereto and marked as Annexure-5.
- (c) The Complainant has also registered several domain names comprising its mark/name 'ACKO' in India and internationally, such as 'acko.com', 'acko.tech', 'acko.ph', 'acko.qa', 'acko.ae', 'acko.bh', 'acko.on' including domains comprising the composite mark 'ACKO DRIVE' as well such as 'ackodrive.com' to name a few. Each of the aforementioned domain names resolve to websites that prominently highlight the Complainant/Acko Group's registered and well-known trade/service mark/name 'ACKO'/ 'ACKODRIVE'. It is submitted that the consumers and members of the trade and general across the length and breadth of the world are exposed to the business activities of the Complainant by way



of its website. A list of domain names of the Complainant/Acko Group is annexed as Annexure-6.

- (d) It is submitted that the Complainant in the era of internet has created a place for itself in the market by way of active social media handles. The Complainant has active presence on the following social media handles:
- a. Facebook- <http://facebook.com/ackoindia/>. This page has been verified by Facebook, has a large number of followers (86 thousand), and has been recommended by 82% viewers based on 2,874 reviews.
 - b. Instagram-
<https://www.instagram.com/ackoindia/>. This page has been verified by Instagram, has about 70.5 thousand followers with almost 2K posts.
 - c. LinkedIn-
<https://www.linkedin.com/company/acko/about/>.
Prospective employees can apply to the Complainant for jobs via the aforesaid handle and it has around 152 thousand followers.
 - d. YouTube-
<https://www.youtube.com/@ackoindia/featured>.
This page has 44.9 thousand subscribers wherein various promotional videos of the Complainant have been uploaded.
 - e. X (formerly Twitter)- <https://x.com/AckoIndia> This page has been verified by X, and has about 41.2 thousand followers.
- (e) In addition, the Complainant also offers mobile applications on the Google Play Store (https://play.google.com/store/apps/details?id=com.acko.android&pcampaignid=web_share) as well as the Apple App Store (<https://apps.apple.com/in/app/acko-insurance/id1621244359>) under the trade mark/trade name 'ACKO'. Thus, the Complainant has created a niche for itself amongst the general public and members of trade by being actively present on their desktop, laptops and mobile phones. Enclosed herewith as Annexure-7 are few extracts from the aforesaid handles and sources of the Complainant detailing on the popularity acquired by them.
- (f) The trademark/trade name/brand 'ACKO' / 'ACKODRIVE' of the Complainant is one of its most valuable intellectual property rights and it vigorously enforces and protects its rights subsisting therein against misuse. In fact, the Complainant has successfully



prosecuted several cases of misuse of its trademark/trade name 'ACKO' in respect of domain names such as the following:

a. Acko Technology & Services Pvt. Ltd. v. Shashank Singh [WIPO Case No. D2017-0821] -

In accordance with paragraph 4(i) of the Uniform Domain Name Dispute Resolution Policy (Hereinafter, "Policy") and paragraph 15 of the Rules for Uniform Domain Name Dispute Resolution Policy (Hereinafter, "Rules"), the Panel ordered that the Domain Name <ackoinsurance.com> be transferred to the Complainant.

b. Acko Technology & Services Pvt. Ltd. v. Shashank Singh [Order dated August 1, 2017] -

.IN Registry of the NIXI was directed to transfer the domain <ackoinsurance.in> to the Complainant.

c. Acko Technology & Services Pvt. Ltd. v. Shashank Singh [Order dated July 25, 2017] -

.IN Registry of the NIXI was directed to transfer the domain <ackoinsurance.co.in> to the Complainant.

Enclosed herewith as Annexure-8 are the copies of few of the aforesaid judgments.

(8) Respondent's Identity and activities:

Respondent failed to submit their Statement of Defense, so his identity and activities are not clear.

(9) Response by Respondent:

(a) Received mail from Respondent on 15.04.2026(11:06 pm) through their mail ID 'raja.nadar77@gmail.com';

"Dear Sir,

This is in continuation of the complaint and documents received in relation to the domain name "ackodrive.in" under INDRP Case No. 2118.

At the outset, I respectfully submit that the domain name was acquired by me through a lawful purchase for a consideration of approximately INR 12,00,000 from the open domain marketplace. The acquisition was made in good faith as part of domain investment activity.



I further submit that I have not used the said domain for any active website, business, or commercial activity. The domain is currently parked and not associated with any operational services.

There was no intention to impersonate, mislead, or infringe upon any trademark rights at the time of acquisition. The domain has not been put to any use that may cause confusion among consumers or the public.

I respectfully request that the Hon'ble Arbitrator consider the above facts while adjudicating the matter in accordance with the INDRP Rules of Procedure.

I am willing to comply with any further directions issued in the proceedings."

- (b) Received mail from Respondent on 16.04.2026(11:06 pm) through their mail ID 'raja.nadar77@gmail.com';

"Dear Sir,

*I acknowledge receipt of the notice regarding the domain "ackodrive.in". Without admitting any liability, I would like to state that I am willing to amicably resolve the matter. **I am open to transferring the domain name to the Complainant, subject to reimbursement of the reasonable costs incurred by me in acquiring and maintaining the domain.***

I request that the Complainant consider this proposal so that the matter can be settled mutually without further proceedings."

- (c) In response to the above mail of the respondent dated 16.04.2026 claimant did not respond regarding the reimbursement of cost incurred by the respondent in accruing and maintaining the disputed domain.

(10) Rejoinder by Complainant:

Since the Respondent failed to submit their reply to the Complaint of Complainant, so Rejoinder was not required to be submitted by Complainant

(11) Submissions of Documents by Complainant:

Complainant submitted Domain name complaint with pages 1 to 30 (words 5548) and annexure from 1 to 12 with 337 pages.

As per the INDRP Rules of Procedure, Clause 4(a) – *The (maximum) word limit shall be 5000 words for all pleadings individually (excluding annexure). Annexure shall not be*



more than 100 pages in total. Parties shall observe this rule strictly subject to Arbitrator's discretion.

The Complainant submitted pleadings of 5548 words which is surpassing the threshold of 5000 words and Annexures of total 337 pages, which are exceeding the above norms of the INDRP Rules. But in the interest of justice, the above submission is accepted.

THE CONTENTIONS OF COMPLAINANT

(12) The domain name is identical or confusingly similar to a trade mark or service mark in which the Complainant has rights:

Submission by Complainant-

- (a) The Registrant's impugned domain name 'ackodrive.in' is identical to and comprises in its entirety the Complainant's trademark/trade name 'ACKO', which is a registered and well-known trademark of Complainant. Furthermore, the impugned domain name also comprises the Complainant's trade mark 'ACKO DRIVE' which is registered as a trade mark and also separately registered as a domain name <ACKODRIVE.COM>. It is submitted that the Registrant has registered the impugned domain name 'ackodrive.in' with the mala fide intent to gain undue leverage from it and make illicit pecuniary gains. It is evident that the objectionable domain name, registered by the Registrant, has no meaning or significance independent of the Complainant's trademark/name 'ACKO'/ 'ACKODRIVE'. The well-known nature of the Complainant's trademark/trade name 'ACKO' and 'ACKODRIVE' and the Registrant's use of the same in the identical combination 'ACKODRIVE', clearly establishes that the Registrant registered the impugned domain name with full knowledge of the Complainant, its business activities and intellectual property rights. The unmistakable identity/deceptive similarity between the Complainant's trademark/name 'ACKO'/ 'ACKO DRIVE' on one hand and Registrant's choice of its domain name on the other hand, is patently misleading to the consuming public.
- (b) The Complainant states that the impugned domain name 'ackodrive.in' is identical/similar to, inter alia, the numerous domain names comprising Complainant's trademark/name 'ACKO' and is identical to the Complainant's trade mark 'ACKO DRIVE' as well as domain 'ackodrive.com'.



(c) It is further submitted that as per the .IN Registry 20 records, the impugned domain name 'ackodrive.in' was registered recently on September 4, 2025 whereas the Complainant's domain name 'acko.in' was created/registered much prior to the impugned domain name i.e. on May 23, 2016; the domain name 'ackorive.com' was created/registered much prior to the impugned domain name i.e. on September 17, 2018; the trade mark 'ACKO' was first registered on December 01, 2017 with first use of the same in India dating back to the year 2016 i.e. much prior to the impugned domain name; and the trade mark was first registered on November 27, 2020 with use claimed since December 01, 2019 i.e. much prior to the impugned domain name. Thus, the Complainant's adoption and use of the trademark/name 'ACKO' / 'ACKO DRIVE' and domain name comprising 'ACKO' and 'ACKODRIVE' is much prior to the Registrant's registration of the impugned domain name 'ackodrive.in'. In view of the same, it is apparent that the Complainant has prior rights in the trademark/name and domain names comprising the trademark/name 'ACKO' and 'ACKO DRIVE' vis-à-vis the Registrant.

(13) The Respondent has no rights or legitimate interests in respect of the domain name:

Submission by Complainant-

(a) Registrant's adoption and use of an identical trade mark and domain name does not amount to a 'bona fide' offering of goods and services. Given the Complainant's mark is well-known as well as its widespread use and repute, the Registrant's adoption of the impugned domain name cannot be bona fide. The Registrant's domain name is a clear attempt to impersonate the Complainant's official portal for car insurance related services/business. The nature and structure of the domain, combining the Complainant's mark "ACKO" with the term "drive", which is identical to the Complainant's already existing domain and trade mark 'ACKODRIVE' is deliberately calculated to mislead internet users into believing that the domain is associated with, endorsed by, or operated by the Complainant. This not only jeopardizes the Complainant's reputation but also exposes the public to potential harm. Further, intentional ignorance of the Registrant in not conducting a trademark search as part of



its due diligence prior to commencing use of the trademark/name 'ACKO'/'ACKODRIVE' and domain name comprising the said same, evidences its mala fide.

- (b) Registrant is not making any legitimate non-commercial or legitimate fair use of the domain name. Registration of the impugned domain is aimed to benefit from the immense goodwill and reputation of the Complainant's trademarks/trade name 'ACKO'/'ACKO DRIVE', divert visitors by creating initial internet confusion and thereby commercially profit from use of the Complainant's trademark 'ACKO'/'ACKO DRIVE'. Thus, the Registrant is indulging in (i) unfair use of the domain name with an intention to reap profits therefrom, (ii) tarnishing the goodwill and reputation enjoyed by the Complainant's trademarks 'ACKO'/'ACKODRIVE'.

(14) The domain name was registered and is being used in bad faith:

Submission by Complainant-

- (a) Registrant was aware and had actual notice of the Complainant's prior rights in its registered marks, as well as of Complainant's business, and yet chose to adopt the identical domain name 'ackodrive.in'. Registration of the impugned domain name 'ackodrive.in' is detrimental to the Complainant's rights in the trademark 'ACKO' and 'ACKODRIVE'. Further, unlike most of the many domain names 25 comprising ACKO and ACKODRIVE, which are registered in the name of the Complainant, the impugned domain name comprising ACKO as well as ACKODRIVE is being unnecessarily held by the Respondent, thereby preventing a rightful holder to register and use the same in relation to the Complainant's business/services/products.
- (b) Conduct of the Registrant in use of the impugned domain name amply proves its mala fide in wrongfully establishing association with the Complainant and consequently creating a likelihood of confusion as to the source, sponsorship, affiliation of the Registrant's services. Further, Internet users/candidates desirous of accessing the Complainant's website will inevitably get confused and therefore may be led to believe that the Registrant is in some way connected to the Complainant and/or that the Registrant is offering recruitment services under a license from the Complainant.
- (c) The Registrant is attempting to systematically copy the Complainant's trademarks ACKO and ACKODRIVE which is nothing short of dishonesty and aimed at profiteering illegally from the Complainant's hard-earned goodwill and reputation. The Registrant's possession of the domain name in question is therefore an act of bad faith.



(15) OTHER LEGAL PROCEEDINGS:**Submission of Complainant-**

Not filled

(16) REMEDY SOUGHT:**Submission of Complainant-**

- (a) The Complainant most humbly prays that:
- i. In accordance with Paragraph 14 of INDRP Policy and subject to all provisions thereof, order the Registrant not to transfer the domain name 'ackodrive.in' until conclusion of the arbitration proceedings.
 - ii. The impugned domain name 'ackodrive.in' presently in the name of Vaikundaraja Nadar be transferred in favor of the Complainant.
 - iii. An order for costs of the proceedings as may be deemed fit be passed in accordance with Paragraph 11 of the INDRP Policy.

(17) DISCUSSION AND FINDINGS:

- (a) After going through the correspondence, this AT arrived at the conclusion that the Arbitral Tribunal was properly constituted and appointed as per Clause 5 of the INDRP Rules of Procedure and Respondent has been notified of the complaint of the Complainant and he submitted his defense.
- (b) Now on basis of both the party's submissions and documents, this AT will analysis the complaint on the following premises:
- i. the Registrant's domain name is identical or confusingly similar to a Name, Trademark or Service Mark in which the Complainant has rights; and
 - ii. the Registrant's has no rights or legitimate interest in respect of the domain name; and
 - iii. The Registrant's domain name has been registered or is being used either in bad faith or for illegal/unlawful purpose.



(18) The Registrant's domain name is identical or confusingly similar to a Name, Trademark or Service Mark in which the Complainant has rights:

Facts & Findings

On the basis of the above-mentioned facts by Complainant and non-submission of Statement of Defense, the Arbitral Tribunal concludes that the Complainant has established Clause 4(a) of the .IN Domain Name Dispute Resolution Policy (INDRP) and accordingly satisfies the said Clause of policy.

(19) The Registrant's has no rights or legitimate interest in respect of the domain name:

Facts & Findings

On the basis of the above-mentioned facts by Complainant and non-submission of Statement of Defense, the Arbitral Tribunal concludes that the Complainant has established Clause 4(b) of the .IN Domain Name Dispute Resolution Policy (INDRP) and accordingly satisfies the said Clause of policy.

(20) The Registrant's domain name has been registered or is being used either in bad faith or for illegal/unlawful purpose:

Facts & Findings

On the basis of the above-mentioned facts by Complainant and non-submission of Statement of Defense, the Arbitral Tribunal concludes that the Complainant has established Clause 4(c) of the .IN Domain Name Dispute Resolution Policy (INDRP) and accordingly satisfies the said Clause of policy.



(21) ARBITRAL AWARD

I, Rajesh Bisaria, Arbitrator, after examining and considering the pleadings and documentary evidence produced before and having applied mind and considering the facts, documents and other evidence with care, do hereby publish award in accordance with Clause 5, 17 and 18 of the INDRP Rules of Procedure and Clause 11 of .IN Domain Name Dispute Resolution Policy (INDRP), as follows:

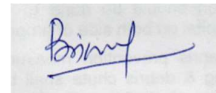
Arbitral Tribunal orders that the disputed domain name
“www.ackodrive.in”

Be forthwith TRANSFERRED from Respondent to Complainant.

Further AT takes an adverse view on the bad faith registration of impugned domain by the Respondent and to restrict the act for future misuse, fine of Rs. 10000/- (Rs. Ten thousand only) is being imposed on the Respondent, as per the provision in clause 11 of .IN Domain Name Dispute Resolution Policy (INDRP) to be paid to .IN Registry for putting the administration unnecessary work. AT has made and signed this Award at Bhopal (India) on 14.05.2026 (Fourteenth Day of May, Two Thousand Twenty-Six).

Place: Bhopal (India)

Date: 14.05.2026



(RAJESH BISARIA)

Arbitrator

