

Kamat Hotels obtains court protection for The Orchid trademark

Kamat Hotels (India) Limited secures Bombay High Court order protecting The Orchid trademark

Court grants protection against unauthorised use of a deceptively similar brand name, reinforcing The Orchid's identity

Trademark Dispute

Kamat Hotels (India) Limited has secured a favourable order from the Bombay High Court against the use of the name "Da'Orchid Ecotel" by an Odisha-based entity. The company initiated legal action to protect the goodwill and reputation associated with The Orchid Hotels brand.

High Court Order

The Bombay High Court acknowledged Kamat Hotels' rights over The Orchid trademark and granted ex-parte protection against the continued use of the disputed name. The order reinforces legal protection for established hospitality brands against consumer confusion and trademark infringement.

Strengthening Brand Protection

The ruling strengthens Kamat Hotels' efforts to safeguard the distinct identity, reputation and goodwill of The Orchid brand, one of India's most recognised hospitality names.

About the Orchid Brand

Established in 1995, The Orchid Hotels is known for its commitment to sustainable hospitality and environmentally responsible practices across its portfolio.

Leadership Perspective

Commenting on the development, Vishal Kamat said the order reinforces the importance of protecting established trademarks and

preventing consumer confusion, while reaffirming the company's commitment to preserving the integrity and legacy of The Orchid brand.

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