

IndiGo sues Mahindra Electric over use of '6E' in its new e-car

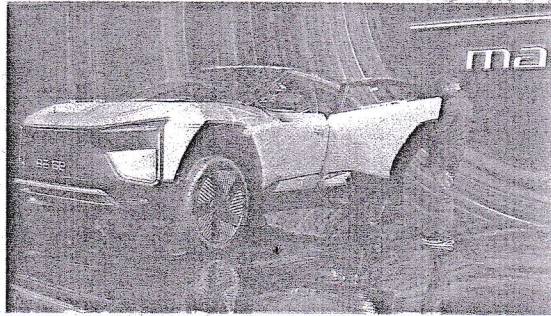
BRAND IDENTITY. Airline says '6E' mark is an integral part of its identity for past 18 years

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Airline major IndiGo on Tuesday filed a trademark infringement suit against Mahindra Electric Automobile over the use of the term '6E' in the name of its upcoming electric car. The case was filed at the Delhi High Court, and the case is slated to be heard on December 9.

Notably, IndiGo flights use the call sign '6E'; besides, the airline has several products branded with this call sign. IndiGo's lawyers said the automobile manufacturer had reached out to the airline to resolve the matter.

As per a media report that appeared on the Bar and Bench website, Mahindra Electric recently received approval from the trademark registrar to register 'BE 6E' under Class 12, which covers



COUNTER STATEMENT. Mahindra & Mahindra says its 6E is fundamentally different from IndiGo's "6E"^{REUTERS}

a wide range of motor vehicles, excluding two-wheelers.

INDIGO'S CLAIM

IndiGo challenged this approval, the report said, citing that it could lead to consumer confusion and dilute its brand identity.

In a statement, IndiGo said the "6E" mark is an integral part of its identity for the past 18 years and is a registered trademark that

holds strong global recognition.

The "6E" mark, whether standalone or in its variants and formative forms, is extensively used by IndiGo for its offerings and for goods and services provided in collaboration with trusted partners, IndiGo said.

"Any unauthorised use of the 6E mark constitutes an infringement of IndiGo's rights, reputation and goodwill," the airline said.

"IndiGo is committed to taking all necessary and appropriate steps to safeguard its intellectual property and brand identity," it said.

On a technical level, a lengthy process follows after the initial approval to obtain final registration.

In a stock exchange filing, Mahindra & Mahindra has countered the trademark infringement suit and has stated that its 6E is fundamentally different from IndiGo's "6E," which represents an airline and that eliminates any risk of confusion.

"The company and Mahindra Electric Automobile Ltd (MEAL) have taken on board the concerns that InterGlobe Aviation Ltd ("Indigo") have to infringe of their goodwill, which was not our intention. The company and MEAL are engaged in discussions with them to find an amicable solution," Mahindra & Mahindra said in a statement to the stock exchanges.