

IN THE HIGH COURT FOR THE STATE OF TELANGANA
AT HYDERABAD

FRIDAY, THE TWENTIETH DAY OF SEPTEMBER
TWO THOUSAND AND TWENTY FOUR

PRESENT

THE HON'BLE THE CHIEF JUSTICE ALOK ARADHE

ARBITRATION APPLICATION No: 159 of 2024

Between:

People Media Factory LLP, Represented by K. Subramanayam Vivekananda,
Designated Partner, 8-2-293/82/L/303- A. Road No. 12 MLA Colony, Banjara
Hills, Hyderabad, Khairatabad, Telangana, India - 500 034 Present Address
verified

...APPLICANT

AND

Mango Mass Media Private Limited, Flat No. 401, 3rd Floor, B Block, Aditya Hill
Top, Jubilee Hills, Hyderabad, Telangana, India - 500 033.

...RESPONDENT

Arbitration Application filed Under Sections 11(5) & (6) of the Arbitration
and Conciliation Act, 1996 R/w Scheme for Appointment of Arbitrators, 1996,
praying that this Hon'ble Court may be pleased to:

- (i) To appoint an arbitrator to adjudicate the claims and disputes between the
Applicant and Respondent.
- (ii) To award the costs of application.

Counsel for the Petitioner : Mr. P. SAMHITH, appears
Mr. K. SIDDHARTH RAO

Counsel for the Respondent : Mr. SIVARAJU SRINIVAS, Senior Counsel
represents Mr. D. VISHWAJEET REDDY

The Court made the following: ORDER

THE HONBLE THE CHIEF JUSTICE ALOK ARADHE

ARBITRATION APPLICATION No.159 of 2024

ORDER:

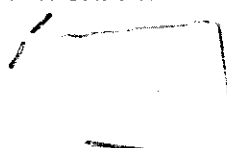
Mr. E. Samhith, learned counsel appears for Mr. K. Siddharth Rao, learned counsel for the applicant.

Mr. Sivaraju Srinivas, learned Senior Counsel represents Mr. D. Vishwajeet Reddy, learned counsel for the respondent.

2. This application under Section 11(5) and (6) of the Arbitration and Conciliation Act, 1996 (hereinafter referred to as 'the Act') has been filed seeking appointment of an Arbitrator to adjudicate the dispute between the parties.

3. Admittedly, the parties had entered into an Assignment Agreement dated 09.03.2023. Clause 32 of the aforesaid Agreement contains arbitration clause, which is extracted below for the facility of reference.

"32. This Agreement shall be governed by and construed in accordance with the laws of India. In the event of any disputes between the Parties hereto during the subsistence of this Agreement or thereafter, in connection with the validity, interpretation, implementation or alleged material breach of any provision of this Agreement, both Parties hereto shall endeavor to settle such dispute amicably. In the



event the Parties fail to bring about an amicable settlement within a period of thirty (30) days, either Party to the dispute may give ten (10) days' notice of invocation of the arbitration provisions contained herein, to the other Party in writing. In the case of such failure of amicable settlement, the dispute shall be referred to a sole Arbitrator, who shall be mutually appointed by the Parties. However, if the Parties are unable to mutually appoint an Arbitrator, such arbitrator shall be appointed by the court in Hyderabad having appropriate jurisdiction as per the Arbitration and Conciliation Act, 1996 as amended from time to time ("Arbitration Act"). The venue of the arbitration shall be Hyderabad. The proceedings of the arbitration shall be in English. The parties hereby agree that the Arbitrators award shall be binding on the Parties. The Arbitration proceedings shall be governed by the Arbitration Act."

4. The applicant got issued a legal notice to the respondent on 02.06.2024 and the respondent sent a reply to the aforesaid legal notice on 10.06.2024.
5. Admittedly, the dispute has arisen between the parties in relation to the aforesaid Agreement. The adjudication of the dispute is therefore necessitated by a forum which has been agreed to by the parties under the aforesaid Agreement.
6. Therefore, Mr. Justice P. Naveen Rao, a former Judge of this Court (Resident of #3001, My Home Bhooja, Block-A,

Plot Nos.22-24 & 31-33, Raidurgam, Ranga Reddy District – 500081; Mobile No.8374012311), is appointed as an Arbitrator to adjudicate the dispute between the parties. The parties shall appear before the Arbitrator, along with a copy of this order. Thereupon, the sole arbitrator shall proceed with the arbitral proceedings in accordance with law.

7. Accordingly, the Arbitration Application is disposed of.
8. Office to communicate a copy of this order to the learned Arbitrator.

Miscellaneous applications, if any pending, shall stand closed. There shall be no order as to costs.

Sd/- C.V. MALIKARJUNA VARMA
JOINT REGISTRAR

//TRUE COPY//

SECTION OFFICER

To,

1. Sri. Justice P. Naveen Rao, Former Judge, High Court for the State of Telangana at Hyderabad. Resident of #3001, My Home Bhooja, Block-A, Plot Nos.22-24 & 31-33, Raidurgam, Ranga Reddy District – 500081; Mobile No.8374012311. **(By Special Messenger) (Along with a Copy of affidavit and material papers)**
2. One CC to Mr. K. SIDDHARTH RAO, Advocate [OPUC]
3. One CC to Mr. D. VISHWAJEET REDDY, Advocate [OPUC]
4. Two CD Copies

kam/DL



HIGH COURT

DATED:20/09/2024



ORDER

ARBAPPL.No.159 of 2024

DISPOSING OF THE
ARBITRATION
APPLICATION

(6)
30/09/24
[Signature]