



Voicing the Need for IP

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Outlook Business talks about the valuation of Indian Hotels Company (IHCL) and the impact of protecting “priceless heritage properties.” Outlook Business reports, “the iconic Taj Mahal Palace Hotel recently got an ‘image trademark’, making it the first building in the country to get intellectual property rights protection for its architectural design.” Anand and Anand worked with IHCL (operator of the Taj group of hotels) to [protect its Taj Mahal Palace Hotel](#) in Mumbai as an ‘image mark’. Read the full article on [Outlook Business](#).

bagh Palace in Jaipur, and Umaid Bhawan Palace in Jodhpur give tourists an insight into India’s cultural narrative. IHCL owns seven of the country’s top 20 hotel properties. In fact, the iconic Taj Mahal Palace Hotel recently got an ‘image trademark’, making it the first building in the country to get an intellectual property rights protection for its architectural design.

Over the years, given the changing industry dynamics, IHCL broad-based its business model to take



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