



ZEE JAIPUR LITERATURE FESTIVAL 2020

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We are pleased to share that [Safir Anand](#) participated in a one-of-a-kind interactive discussion with India's top designer and unicorn, Mr Manish Malhotra, at Zee Jaipur Literature Festival 2020. The journey of a fashion brand covers not only the brand but also factors such as globalization, innovation, personality rights, network, database, reputation and goodwill, brand extensions, licenses and tie-ups.

In an hour-long discussion at Nexa front lawns of JLF, Safir caught up with Manish in a power-packed session touching upon these issues and the thought processes behind them.

Earlier this month, Safir had launched an IP awareness series called 'IP AND...', which aims at sensitizing stakeholders across all sectors on various nuances of intellectual property.

The past decade has seen the Jaipur Literature Festival transform into a global literary phenomenon having hosted nearly 2000 speakers and welcoming over a million book lovers from across India and the globe. Every year, the Festival brings together a diverse mix of the world's greatest writers, thinkers, humanitarians, politicians, business leaders, sportspeople and entertainers on one stage to champion the freedom to express and engage in thoughtful debate and dialogue.

To read about the 2019 edition of the Zee Jaipur Literature Festival, click [here](#)

To read more about the 2020 edition of the Zee Jaipur Literature Festival, click [here](#)

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